

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## AUTO TAX YIELD LOWER DESPITE RECORD OUTPUT

October Figures Show  
Decrease Compared  
To 1924

Special from A. D. N. Washington Bureau  
**WASHINGTON, Nov. 28.**—Although the month of October witnessed the breaking of all records in the production of American cars, figures made public today by the Internal Revenue Bureau indicate a decrease in excise taxes collected during that month.

It was explained at the bureau that the October production of cars probably will not be reflected in taxes paid until the November collections are compiled and made public.

Taxes collected last month on trucks and "automobile wagons" amounted to \$570,027 as against \$1,301,298 in October, 1924. "Other automobiles" and motorcycles yielded a total of \$5,989,306 last month as against \$7,468,652 in the same month a year ago while taxes on parts and accessories amounted to \$1,650,109 last month as against \$1,966,950 in October, 1924.

## More Space for Palace Auto Show

New York, Nov. 28.—By a rearrangement of the aisles and passageways on the third and fourth floors of Grand Central Palace, Manager S. A. Miles has succeeded in providing an additional number of spaces for late applicants in the accessory and parts section of the big national automobile show to be held in Grand Central Palace, New York, January 9 to 16.

Applications for additional booths and spaces necessitated the revision.

## NOVEMBER SHIPMENTS OF FRANKLINS SHOW BOOST

Syracuse, Nov. 28.—Franklin factory executives state that shipments during the first two and one-half weeks of November equalled the total shipment for this month last year.

**R. I. DISTRIBUTOR DIES**  
Providence, R. I., Nov. 28.—George S. Bush, Bush Motor Company, Rhode Island distributor of Chandler and Cleveland cars, died suddenly at his home in Providence early yesterday of acute indigestion. He was 43.

## Sales of Closed Cars By G. M. Show Increase

New York, Nov. 28.—In October 71 per cent. of all cars sold by General Motors were closed cars, compared with 52 per cent. in October, 1924; 38 per cent. in 1923 and 24 per cent. in 1922. The percentages by months for the past three years follow:—

	1925	1924	1923	1922
January	47	42	34	29
February	54	38	25	29
March	60	38	26	25
April	61	42	40	22

## Bitter Fight Looms on Tax Cuts

### Expect Long Wait For Rubber Returns

New York, Nov. 28.—"It will probably be five to six years after we plant our first trees before we can expect returns," declared Harvey Firestone, Jr., of the Firestone Tire and Rubber Company, who has returned after a trip to London, where he organized the Firestone Plantations Company. This company will have charge of the physical operations of organizing and running Firestone's new plantations in Liberia.

Mr. Firestone added that the company plans to proceed with its plans regardless of whether the Stevenson scheme ceases to operate or not.

## HEAVY SALES IN RICKENBACKERS

Shipments Increase Each  
Month, Declares  
R. T. Hodgkins

Detroit, Nov. 28.—September shipments of Rickenbacker Sixes and Vertical Eights were 100 per cent. over those of the same month in 1924, states R. T. Hodgkins, general sales manager of the company. October showed 30 per cent. increase over October a year ago, and if business keeps up during the last half of November as it has shown during the first half, this month will show more than 100 per cent. increase over November, 1924, Mr. Hodgkins says.

"Instead of slackening off as we all expected in November, each day shows a marked acceleration. People need motor cars, they have the wherewithal to buy them, and they are buying as never before. While this demand at this season is unprecedented, there are several good sound underlying reasons for it," declares Mr. Hodgkins.

"First, the excellent conditions of general business. Next the big crops recently harvested and the resultant heavy buying, especially in the Middle West, and of equal importance is the desire of every family to have an inclosed car.

"It looks as if January 1 will find us swamped with orders instead of warehousing cars as we always have tried to do and should do, against the flood of spring demand," concludes the Rickenbacker sales head.

## House Divided Over Reductions in Auto- motive Levies

By FRANCIS P. DAILY

**WASHINGTON, Nov. 30.**—With the convening of Congress a week from today, the battle forces in the House of Representatives are being quietly marshaled into line for a bitter fight over the administration's \$340,000,000 tax reduction bill, which threatens to obstruct early passage and forbodes trouble when the measure eventually reaches the Senate.

Of vital concern to the automotive industry is the attitude of the Republican leaders, particularly Chairman William Green of Iowa, chairman of the House Ways and Means Committee and his colleagues, who recommended a reduction from 5 per cent. to 3 per cent. on the tax on passenger cars while voting entire repeal of the levy on trucks, tires and parts.

The majority members are taking the position that the automotive industry can "take it or leave it," using the Federal good roads appropriation system as a club to force acceptance of the 2 per cent. reduction.

In fact, the Republican members are not inclined to consider that the automotive levy concerns 17,000,000 motor car owners, of which 5,000,000 live in the rural districts. Consequently the whole subject of automobiles is being treated as a step-child in ratio to the other portions of the measure.

Chairman Green is quoted to the effect that the industry has established a lobby in Washington to force a complete repeal of the tax, instead of a 2 per cent. cut. He said:—

"If they go too far in this fight, they may lose the Federal government appropriations for construction of highways."

This assertion by the head of the powerful House committee, it was pointed out today, lays the Republican defensive wide open for the Democratic-Insurgent Republican alignment to make a paramount issue of the automotive tax schedule in the bill when the measure reaches the floor.

The Democrats also will be able to muster considerable strength by the addition of the so-called farm bloc congressmen, who are not expected to ignore the demands of the agricultural organizations for complete tax repeal on automobiles regardless of party allegiance.

Representative John N. Garner, ranking minority leader of the House Ways and Means Committee, and William A. Oldfield of Arkansas, will call attention to the fact that Secretary Mellon overlooked the matter of the motorists of the country having paid taxes into the treasury amounting to about \$400,000,000 in excess of the total appropriations for roads since the program was initiated.

**New passenger and commercial car registrations throughout the country, compiled for the week and month, will be found on pages 6, 7 and 8 of this issue.**

## Claims Senate Has Rewrite Complex

Special from A. D. N. Washington Bureau

**WASHINGTON, Nov. 28.**—Discussing the possibility that the Senate may vote complete repeal of the excise tax on passenger cars, if the House carries through its program for a reduction from 5 per cent. to 3 per cent., Chairman William R. Green, of the House Ways and Means Committee said:

"If the House sent the Ten Commandments to the Senate they would rewrite them there."

## HUPP OUTPUT IS STEADILY RISING

Unfilled Orders On  
Hand Oct. 31 Ex-  
ceeded \$4,000,000

Detroit, Nov. 28.—November shipments of Hupmobiles will be approximately three times those of November, 1924, reports O. C. Hutchinson, general sales manager of the Hupp Motor Car Corporation, in commenting on the demand that has arisen for the new Hupmobile Six, and a demand which is continuing at record-breaking levels for the company eight-cylinder car.

The largest possible production of sixes and virtual capacity on eights is the company's schedule for the remainder of the year.

"Our output is steadily rising toward capacity, but despite work at night and even Saturday afternoons and Sundays, we are unable fully to meet the tremendous market that car is creating."

Hupp closed the month of October with shipments which were 81 per cent. larger than those for October, 1924. Its list of unfilled orders on October 31 exceeded \$4,000,000 worth of eights and sixes—one of the largest lists of unfilled orders it has ever enjoyed.

## Motor Truck Mfrs. To Convene in N. Y.

New York, Nov. 28.—A convention open to all motor truck manufacturers will be held by the National Automobile Chamber of Commerce at its New York headquarters, January 11, during the week of the annual automobile show, according to an announcement by Edward F. Loomis, secretary of the National Motor Truck committee of the N. A. C. C.

The morning session will be held jointly with the opening meeting of the Second Motor Transport Congress at the Hotel Roosevelt. At noon, a motor transport luncheon will be served at the Roosevelt.

Following the luncheon the motor truck convention will be held at the N. A. C. C. headquarters.

The motor truck committee of the N. A. C. C. follows: Windsor T. White (White), chairman; David C. Fenner (Mack), M. L. Pulcher (Federal), David S. Ludlum (Autocar), O. H. Browning (International Harvester), O. E. Stoll (G. M. Truck Company).

## MOTOR OUTPUT AT THIS SEASON BEING WATCHED

Facts Show That Big  
October Production  
Was Needed

**NEW YORK, Nov. 28.**—High production of motor cars in October, which established a new monthly record with a total above 400,000, has led to the impression in many quarters, says Dow, Jones & Co., that the automobile industry had again run riot and was sowing the seed for such reversals as were witnessed in 1920 and 1923.

This is far from the actual condition of affairs, as the record in October was established despite the fact that most of the country's automobile factories had already applied the brakes to their production, and were working on smaller schedules because of reduced retail and dealer demand.

While Ford is continuing the high rate of output during November, other plants have curtailed schedules rather sharply, and a considerable falling off is expected in output this month from the October peak. On the whole, it is estimated that, outside of Ford, production is off approximately 30 per cent. from the October level and there may be still further slowing down in December with the approach of inventory periods.

Some manufacturers take exception to estimates that 500,000 unsold cars will be in dealers' hands at the end of the year. While it is impossible to obtain accurate figures in this respect, the figures published monthly by General Motors, showing both shipments to dealers and retail sales are considered a good barometer of the situation.

General Motors started its current selling year in August, with no stocks in the hands of its dealers. In the ensuing three months, the corporation has shipped to dealers approximately 12,700 cars more than were sold by dealers to consumers, although total shipments exceeded 260,000 cars during this period.

The apparent surplus accumulated during the period was less than 5 per cent. of total shipments, of which the greater part was made in October, when the corporation established a new high record, with shipments of nearly 96,000 cars. During October, shipments to dealers were less than 10 per cent. in excess of actual dealers' sales to consumers. If a similar condition prevails throughout the industry, the apparent surplus of unsold cars accumulated during October probably did not exceed 75,000.

## G. M. Executives To Visit Europe

Detroit, Nov. 28.—Alfred P. Sloan, Jr., president of General Motors, announces that a group of General Motors executives will sail on December 5 to look after certain overseas interests of the corporation in England and on the Continent.

The party is composed of C. S. Mott, chairman; John T. Smith, H. L. Barton, M. L. Prentiss and W. J. Davidson.



## Heavy Railroad Traffic Mirrors Good Business

Special from A. D. N. Detroit Bureau

**DETROIT, Nov. 28.**—Pere Marquette Railway traffic reports credit the Detroit traffic territory with a heavy inbound traffic. According to the system's traffic experts, this presages continued good business for the various industries, at least for the next thirty days.

Many officials in industry say that their present orders will run them at good speed through January, without any additional business. A number of plants are hiring overtime.

The motor industry shows handsome volume at all factory points and this statement naturally includes the factories turning out parts and accessories. Detroit's forwarded traffic for the third week in November shows a 60 per cent. increase over the figures for the same period, a year ago. Flint continues to operate on its accelerated production program.

Grand Rapids shows an outward bound movement that is 23 per cent. higher, with inbound approximately at the 1924 figures. Autos and parts are contributing to the increase in outbound. Coal and coke are being brought in in heavier volume.

Saginaw's forwarding figures are down 6 per cent., but the inbound movement is 6 per cent. higher.

With the single exception of westbound traffic at Buffalo, all gateways of this territory show increases. Even at Buffalo the situation is promising, for while no anthracite is moving, merchandise and miscellaneous commodities are moving more freely than last year, eastbound movement at Buffalo is up about 25 per cent.

At the Toledo gateway general movement is up 40 per cent.; at Chicago the figure is an 8 per cent. increase, and trans-lake shipments are 15 per cent. higher than they were a year ago.

General territory conditions are reported fair, with indications of a continuance throughout the remainder of the year.

## Trucking Problem Troubles 4 States

**St. Paul, Minn., Nov. 28.**—Plans for a reciprocal agreement between Minnesota and adjacent states relative to interstate operation of commercial motor trucks will be considered next month. Arrangements have just been made for a conference at the state capitol some time after December 15, between attorneys general and secretaries of state of Minnesota, Iowa, Wisconsin and South Dakota.

At this meeting representatives of the Minnesota Commercial Truck Owners' Association and similar organizations in the other states will urge that state license fees be held to not apply to trucks from the reciprocating states.

## Bus Fares Are Increased in Minn.

**St. Paul, Minn., Nov. 28.**—A general increase in fares on Brown Bus lines will go into effect December 1. Acquisition of the lines by the Twin City Rapid Transit Co., was announced today. The fare rise will affect St. Paul, Minneapolis, South St. Paul, North St. Paul and all White Bear Lake points. The increases will range from 40 to 75 per cent.

The transaction, involving \$250,000 will give the street car company complete control of all inter-urban and suburban motor bus lines with exception of line to Minneapolis via Como Avenue. An official of the bus company said today that the 10 cent token fare to South St. Paul will be increased to 13 cents.

## TO SELL GERMAN CARS ON TIME

### Finance Company to Follow American System

Special from A. D. N. Washington Bureau

**Washington, Nov. 28.**—According to a cable received today by the automotive division of the Department of Commerce, a German-American finance company has taken over the business of 80 per cent. of the automotive industry in Germany for the purpose of selling German cars on the installment plan.

Negotiations are being conducted between the Reichsbank and the German manufacturers for the use of the Reichsbank credit accounts.

The total sales price will be paid to the delivery manufacturers and the risk of payment taken by the finance company, as is the custom in the United States. In accordance with this agreement, the individual manufacturers stipulate a certain production syndicate on the basis of which credit extension will be apportioned.

Reduced treaty rates on Italian cars imported into Germany are for automobiles weighing from 500 to 900 kilos, 175 reichsmarks, and for cars weighing 900 to 1,200 kilos, 180 reichsmarks per kilo, according to a cable received from the American commercial attaché at Berlin.

On automobiles weighing from 1,200 to 2,100 kilos the duty is reduced to 200 reichsmarks per 100 kilos. The general rate on these cars is now 250 reichsmarks per 100 kilos.

These rates probably will become effective December 15, and will also apply to automobiles of similar weight from the United States and other countries receiving most favored nation treatment from Germany, including Belgium and the United Kingdom, but not including Canada or France.

There is an opportunity for American parts manufacturers to sell to a recently established firm in Sydney, Australia, which is reported to be financially responsible, a cablegram from the American trade commissioner at Sydney states—

The Australian company is in the market for a large quantity of parts or assembled units in line with the following specifications:—

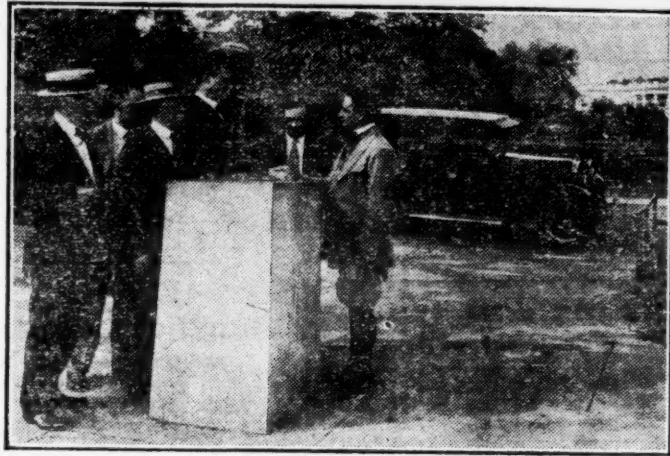
Twelve to fifteen horse power (3x4), overhead valve type engines complete with fly wheel and dry plate clutch. Battery ignition and water pump circulation system, this engine to be suitable for use with a rear axle having a 4 1/2 to 1 gear ratio; axles permitting of 4 foot track and adopted for 4-wheel hydraulic brakes, also hubs and steering equipment for 4 foot track suitable for cross type steering; wheels, disk or steel spoke type, 28x3 1/2 or 27x4 1/2; wooden disk wheels; incidental parts which would be required for a 15 wt. car.

Elwood G. Babbitt, American Trade Commissioner at Australia, suggests that interested manufacturers cable quotations, forwarding descriptive matter by mail. Details may be obtained from the automotive division of the Department of Commerce, Washington.

### CALL FOR EQUIPMENT

**Washington, Nov. 28.**—The automotive division of the Department of Commerce today received specifications for street cleaning equipment for the city of Santa Fe, Argentina. American firms desiring to bid on this business may obtain copies of the specifications upon application to the department here.

**AT START OF TOUR.** Photograph below shows Major B. S. McMahon of the American Automobile Association leaving the zero marker at Washington, D. C., for an official tour from the capital city to San Francisco over the new Lee Highway. He is making the trip in a Chrysler Four coach.



## Moon Co. Official Visits West Coast

**St. Louis, Mo., Nov. 28.**—Carl W. Burst, vice-president and works manager of the



Carl W. Burst

Moon Motor Car Company, has just returned to St. Louis after a six-week trip among Moon and Diana distributors and dealers in the Western states and on the Pacific Coast, his itinerary having taken him into the principal cities in eleven states.

In discussing conditions as he found them in the West and on the Pacific Coast, Mr. Burst said: "The so-called slump period in the automobile business which bobs up annually at this time of the year in a greater part of the United States is to a large extent rather conspicuous on the Pacific Coast by its absence."

"One thing particularly noticeable in California was the extreme optimism of distributor and dealer organizations in regard to the business outlook for the next several months, and this optimism is being steadily reflected in increased sales. In the majority of cases I found dealer stocks low, there being an unusually small number of cars in dealers' hands, and this fact certainly augurs well for the Pacific Coast business, and, in fact, for the automobile business anywhere."

"In California the automobile business is getting more and more to be an all-the-year-around business, and the seasonable idea of selling automobiles does not affect this state nearly so much as it does some of the states in the other sections of the country."

"California highways need no eulogy; they are widely known, and are, of course, a tremendous factor in the automobile business in this state. The automotive industry as a whole has enjoyed a very wonderful year so far during 1925, and all progressive factories have shown decided gains. Increased production schedules appear to be the program universally."

"Summing up conditions generally in the industry, the outlook is, to my mind, the brightest outlook that the automobile business has known in all its history."

## PLANT IN MO. TAKEN OVER BY INT. RUBBER COMPANY

**St. Louis, Nov. 28.**—The Surety Tire and Rubber Company and its plant at Wellston, Mo., near St. Louis, have been sold to the International Rubber Company. The value of the property has been placed at \$518,000. Operation of the Surety plant will soon begin with the probability that the Poplar Bluff plant will become a branch factory.

## Cyprus Island Is Motorists' Utopia

**Washington, Nov. 28.**—A motorist's Utopia where there are no traffic jams has been discovered on the island of Cyprus, Britain's new crown colony, lying in eastern Mediterranean about sixty miles west of Syria.

There are only 600 cars in daily use, of which more than half are American flivvers, using 500 miles of good highways, 400 miles of fair roads and 2,000 miles of country dirt roads.

Cyprus is now an integral part of the British Empire and production of Canadian branch factories of American manufacturers enjoy the usual treaty customs preferences, the automotive division of the Department of Commerce points out.

## Studebaker Man Is Promoted

**Kansas City, Nov. 28.**—Announcement was made from the offices of the Studebaker



Corporation of America today that Lynn B. Evans, branch manager here, had been promoted to the management of the company's branch in Jacksonville, Fla.

The Jacksonville branch of the company, since the Florida boom, has become the second largest in the United States, with business still expanding at a rapid rate. The territory served by the branch includes all of Florida and southern Georgia.

Mr. Evans came here from the Detroit branch of the Studebaker corporation in September, 1921. During his administration here the sale in Studebaker motor cars for this territory has tripled in volume. The territory includes Kansas, Oklahoma and western Missouri.

Mr. Evans will leave for Jacksonville December 10 and will assume charge of the branch January 1.

Harry R. White, who has been branch manager in Detroit for Studebaker, has been appointed to succeed Mr. Evans as manager here, the announcement states.

## TRUCK OWNERS ORGANIZE IN MARTIN COUNTY, MINN.

**St. Paul, Minn., Nov. 28.**—Formation of the Martin County Truck Owners' Association, a unit of the state organization, was accomplished at a meeting of truck owners, merchants and farmers at Fairmont Tuesday night.

Clyde Sandberg of Fairmont was elected president of the newly organized association.

## CHRYSLER PLAN WINNING FAVOR

### Insurance Organ Declares It Benefits Public

**DETROIT, Nov. 28.**—Insurance organizations are beginning to agree that the benefits to the public represented in the Chrysler insurance plan are the paramount consideration, and that if public economics can be shown to be effected through the group working of that plan, above the benefits of ordinary single policies, insurance interests should readjust themselves to the new condition that has arisen.

This is the opinion of Walter P. Chrysler, president of the Chrysler Corporation.

He points out that Best's Insurance News, of New York City, a publication devoted to the interests of insurance agents and companies, recently took issue sharply with those who have been fighting the Chrysler plan.

"The secretary of the National Association of Insurance Agents," an editorial in this publication reads, "in a statement concerning the Chrysler plan, advanced the unanswerable argument that, so far as the agents are concerned, there is but one test of the rightness of any insurance practice, namely, 'Is it a good thing for the public?'"

"In the vast amount of comment published in the insurance press the interests of the buyer are forgotten, as is also the simple economic fact that the transaction of any kind of business on a wholesale rather than a retail plan results in a substantial saving."

"Certainly it should be possible to insure in a single transaction 100,000 automobiles at less proportional cost than would be necessary to insure each of them separately. This group insurance principle has long been recognized in the life insurance business, and is now making remarkable progress in popularity."

"It appears that in considering the merits or demerits of this Chrysler plan, and similar arrangements for handling insurance accounts susceptible to such treatment upon a wholesale plan, the interests of the premium payer must not be subordinated to those of either company or agent."

Mr. Chrysler, in commenting on the editorial and the Chrysler plan generally, said:—

"This first change of heart among the insurance interests indicates that they are beginning to recognize that if some new plan, better than a long-established system, is inaugurated, and that plan is sensible and a better one for the public, they are waging a losing economic fight by endeavoring to frustrate it."

"Naturally, the Chrysler Corporation and the insurance and finance companies, which, in combination with our own organization, made this plan possible, have their own interests in view. We do not dispute that, for certainly our interests are best conserved by serving the public. But, as the editorial would indicate, it is certainly not a censurable 'selfish interest' to initiate something that is of material benefit to the general public, even if in so doing a company likewise improves its own position."

"Speaking for the Chrysler corporation, I do say, and as emphatically as it is possible to say it, that our one interest in the plan is that of effecting a substantial saving to the motor car buying public; and by thus serving the public we do, indeed, hope to increase the sale of our products."



## November Sales Slightly Under October Business

PHILADELPHIA, PA., Nov. 28 (U. T. P. S.).—New cars, as a whole, are selling in greater volume at this time than they were in 1924, and those of medium price are in greatest demand. Most dealers in Fords and other low-priced cars report that business is quiet, although there is much interest in the new models.

Not many are being sold, however, as the supply to each dealer, in the case of new Ford models, is limited. Dealers in the most expensive automobiles also state that sales for the most part are slow, although here and there are found individuals who are experiencing a satisfactory business. High priced car dealers and distributors, especially, are pinning much hope for trade stimulus on the automobile show to be held at the Commercial Museum in January, immediately following the New York show.

The number of cars being sold on a time basis is increasing, until now it seems to be agreed that upwards of 90 per cent. of all car sales, whether new or used, are sold under these conditions.

A considerable number of dealers are allowing consumers eighteen months in which to pay for a car, following a reasonable deposit. Financing concerns are accepting the situation easily. The extension from twelve months' time in which to settle, to a year and a half, however, is regarded with apprehension by the more conservative type of dealer. Repossessions are as frequent as ever and cars are being returned in all sorts of condition, varying from fair to virtual wrecks.

### Sales Slump in Wisconsin Section

Milwaukee, Wis., Nov. 28.—New sales in Wisconsin have taken a noticeable slump during the first twenty days of the month, but sales recorded are still higher than those of a year ago, it is noted. In Milwaukee, records for which are recognized as being indicative of the trend in the rest of the state, Ford continues to lead all new car sales. The Netter-Heiser Company, the city's largest Ford sales organization, reports that the slump in sales is hardly noticeable to them. Reports from other sales agents and distributors tell the following stories:—

#### Chevrolet

The Anger-Chevrolet Company is seven days behind in its orders for its subsidiary sales companies, and sales are continuing brisk in spite of the inclement weather during the early part of this month.

#### Nash-Ajax

Rudolph Hokanson, president of the Nash Sales Company, Inc., expects that Wisconsin, home of the Nash and Ajax, will set the pace for the rest of the country in proportion. The Ajax has taken a firm hold among Wisconsin buyers, and since the recent drop in prices the Nash has shown a steady pace, exceeding sales records established a year ago at this time.

#### Peerless

With the announcement of the new Light Six Peerless the demand for this car in Milwaukee is assuming excellent proportions, according to A. E. Dufenhurst, Peerless distributor. The biggest demand is for the four-door sedan.

#### Chandler

The Twentieth Century four-door Chandler sedan is the most popular among Chandler buyers in Milwaukee, according to the Achen Motor Company. Chandler sales have shown only a slight drop since the September and October peaks.

#### Oakland

Emil Hokanson, president of Hokanson-Thompson, Inc., is gratified at the results which an intensive advertising campaign for Oakland cars is bringing him. "Our salesmen are constantly busy every day in the week boasting of the

### Dealers Wrestling With Salary Problem

Chicago, Nov. 28.—Members of the Chicago Automobile Trade Association are threshing out the problem of exclusive salary, salary and commission, or straight commission for salesmen. Several meetings have been held without reaching a decision. The vendors of high-priced cars prefer the salary basis. Those who deal in medium priced and low priced vehicles seem to prefer the salary and commission plan.

new Oaklands, and sales continue gratifying," he says.

#### Hupmobile

The new Hup eights have found a heavy favor in the state of Wisconsin, according to the firm of Lear-Diel-Droegkamp, Inc. New Hupp registrations in Wisconsin during the past month rose 23 per cent. over those of the month before.

#### Dodge

The Edwards Motor Company reports Dodge sales about equal to those recorded during the latter part of October, and during this period the company set a new high sales record.

### New Car Sales Slow Up in Springfield, Ill.

Springfield, Ill., Nov. 28.—Springfield auto dealers report a decided slowing up in new car business the past month. This has been brought about largely by the extremely bad weather that has prevailed in this section of Illinois for a period of about ninety days.

Dealers state that many prospects that fully expected to become car owners were knocked out of the notion by the continued cold, rainy and snowy weather. Another item that is slowing up sales is the probable removal of the war tax. The cost of a license at this time of the year and the necessity of buying another by the first of the year is also a factor that dealers have to overcome.

Most of the dealers are well stocked with used cars and many sales have been inaugurated in an effort to cut down the number.

The Hatcher Company, Dodge dealer, Constant & Groves, Chevrolet dealers, and Illini Motor Company, Star and Durant dealers, all held sales the past week.

### Cohoes Dealers in Optimistic Mood

Cohoes, N. Y., Nov. 28.—A general feeling of optimism continues to prevail among leading dealers in regard to the fall sales of new cars, reports indicating figures from 10 to 40 per cent. higher than last year's mark for the same period.

Price reductions have been general on the new models and as a result more cars have been sold this year than in 1924.

The Nuckols Motors Sales Company, one of the large dealers, reported a sale of 225 new cars for the past four weeks. The firm's territory comprises leading cities in Albany county. Sales Manager Noonan stated that the Hudson-Essex cars have led the way as regard sales this fall with Chevrolet and Ford models coming next in order. The company is now carrying on an extensive advertising campaign to promote sales of the new Hudson-Essex models.

## With the Distributors

Elgin, Ill., Nov. 28.—The A. C. Berthold Company, distributor of Cadillac cars in this territory for sixteen years, has appointed the J. W. Taft Company its dealer in the northern part of Kane county and McHenry county. In a previous issue of the Automotive Daily News it was erroneously announced that the Taft Company had been appointed a distributor.

### JEWETTS WIN CLIMB

Detroit, Nov. 28.—Melbourne distributors for the Jewett car have reported further successes in competition. The Paige-Detroit Motor Car Company has been advised that Jewetts won first, second and third places in the Heidelberg, Victoria, hill climb, making a clean sweep of the event, held under the auspices of the Royal Automobile Club of Victoria. The course is a six-tenths mile climb, with a 15.4 gradient. The start was from a standstill, and the winning Jewett covered the distance in 52.2-5 seconds.

### CARLOAD OF DURANTS

Fort Smith, Ark., Nov. 28 (U. T. P. S.).—The Sengel Motor Company, distributor of Flint, Stars and Durants in this territory, has received another carload of Durant automobiles and stored them for spot stock. There is a moderate demand for cars in this section. Sale of closed cars shows an increase because of a falling thermometer.

### TO HANDLE PIERCE-ARROW

Indianapolis, Ind., Nov. 28.—G. P. Patton is president of the newly formed Motor Car Sales Corporation, which distributes the Pierce-Arrow car in central Indiana. Headquarters and sales rooms have been opened at 1003 North Meridian St.

### SUCCESSFUL SALES PLAN

Detroit, Nov. 28.—"Our Ford trade-in week proved so successful that we extended it over a second week," reports G. A. Richards, Oakland distributor. "We make

no special allowance on any Ford taken in. It is sufficient that we are willing to take as a trade-in a car so far out of the Oakland price class. Every purchaser on this plan was allowed to select his Thanksgiving turkey from the live display in our windows."

### AN ADVERTISING STUNT

Santa Ana, Cal., Nov. 28.—Willys-Overland dealers in southern California plan, in an extensive advertising campaign, to discover the most popular athlete in the Southland, according to Ray Schanhals, Willys-Overland dealer here, who explained how the contest is to be conducted. At the conclusion of the contest, which will end December 16, the person selected as the most popular athlete, be it college, athletic club or high school representative, will be presented with a new Overland six sedan.

### CADILLAC DEALERS MEET

Dallas, Tex., Nov. 28 (U. T. P. S.).—Cadillac dealers from all parts of the Dallas territory were here this week to hear G. E. Mapes, sales expert from the factory, outline the company's sales system, recently adopted after tests extending over a period of two years. While here, the visiting dealers were entertained by the Munger Automobile Company, Cadillac distributor. The dealers were here from Fort Worth, Lubbock, Vernon, Wichita Falls, Waco, Waxahatchie, Brownwood, Breckinridge, Gainesville and Paris.

### A LONG DELIVERY

San Antonio, Tex., Nov. 28.—The Smith Motor Sales Company of this city lays claim to the record for delivering cars the longest distance to complete a sale. Major R. U. Nicholas of the Second Engineers purchased a Chevrolet a short time ago, but before delivery was transferred to Corozal, Panama. In order to make the delivery the car was first sent to Brooklyn and thence by boat to its new owner.

## MOTOR VEHICLES MODERNIZE FARMS

Kenosha, Wis., Nov. 28.—The automobile is making a modern institution out of the farm in the Middle West, according to the results of investigations and surveys carried on by various state agricultural departments presented in bulletins. Motorized farms are now the rule, and the exception to this rule is rapidly disappearing.

The figures show that in eleven states, comprising the Middle West, nearly three-quarters of a million commercial motor vehicles are in use on state roads.

Illinois reports 159,315 of these registered, with approximately 24,000 operated from and on farms.

Wisconsin, the nation's leading dairy state, is motorizing its dairy farms at a faster pace than ever before, according to J. D. Jones, Jr., state commissioner of agriculture. In Wisconsin the number of motor trucks being used on farms now represents about 75 per cent. of those used in cities in industries.

The Indiana State Farm Bureau reports that more than half of Indiana's livestock output is trucked to market with approximately 65,000 trucks being owned and operated by farmers alone.

U. G. Brown, rate expert of the Nebraska Railway Commission, estimates that his state's country highways have shown a traffic increase of over 50 per cent. over the figures compiled three years ago.

In Missouri, Minnesota, Iowa, Kansas, North Dakota and South Dakota the registrations of new truck sales to farmers showed an increase of about 38 per cent. during the past summer, compared with figures for the year previous.

San Francisco, Nov. 28 (U. T. P. S.).—Production of the Kleiber car, a San Francisco product, is to be doubled by next year, according to Paul Kleiber, president of the company.

for Economical Transportation



This month marks the close of the greatest prize contest ever held in the industry—a contest entered into by thousands of Chevrolet salesmen throughout the length and breadth of the land. This kind of factory cooperation helps every Chevrolet dealer sell more cars and make more money; and it gives him a new appreciation of the value of his Chevrolet franchise.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....\$525

Coupe .....\$675

Commercial

Roadster .... 525

Coach ..... 695

Chassis .....\$425

Sedan ..... 775

Express

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and for the Entire Automotive Industry"

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## A Year's Death Toll

SOME days ago Carroll E. Robb, statistician for the National Safety Council, announced his estimate of motor fatalities for the year 1925. The figures are compiled from the actual statistics of the first ten months, plus estimates for November and December, which make due allowance for decrease in accidents during months when the motor vehicle is not in continual use. Mr. Robb places the fatalities involving motor vehicles during the year at a grand total of 22,000.

*Of the 22,000 who will have died in motor accidents by the end of the year, 70 per cent. will be urban deaths. City streets are still and probably will always be the most dangerous to mixed vehicular and pedestrian traffic. Rural road collisions, upsets, grade crossing accidents and smash-ups with trolley cars account for the remaining 30 per cent of the deaths.*

*This situation is dreadful enough, but the phase of it which makes it doubly bitter is Mr. Robb's estimate that 90 per cent. of these fatal accidents were avoidable. In other words 20,000 human lives were thrown away through carelessness or ignorance.*

The safety council believes that the cure lies in education, next in legislation and finally in mechanical improvement of our cars.

Automotive men of every degree should realize that elimination of accidents is of vital interest to them. Not only from the purely humanitarian point of view, but as a cold business proposition, automotive merchants should lend every aid to campaigns or movements designed to promote safety. The National Automobile Chamber of Commerce has set a splendid example in this instance with its Safety Committee, which is doing a splendid work of education and prevention.

## Virginia's Plight

IF THERE were any need of proving the practical and economic value of good roads, the State of Virginia has just discovered something regarding its gasoline tax which ought to answer all questions.

*In Virginia motorists pay a tax of three cents on every gallon of gasoline they use. Throughout the United States the average tax on gasoline works out at 2.44 cents per gallon. Yet the average motorist in Virginia during the year 1925 will pay \$14.88, while the average impost on car owners in the whole country will be about \$6.80.*

There is only one answer—poor roads. The mud and sand that prevail throughout a goodly part of Virginia's highway system compelled motorists of that state to use more gas for a given amount of work, than their fellows in other sections of the country.

Verily the beginning of wisdom as well as of economy is a comprehensive system of good roads.

The mayor of a western city who opposes the motorization of his fire department, will learn before he is through that horse power is more powerful than horses.

Harvey Firestone has leased a rubber plantation of 35,000 acres in the province of Tobasco, Mexico. We trust that tires made from that rubber will not have a constitutional tendency to burn up the road.

Just at this time of year, it's a wise dealer who doesn't let his cash customer's car freeze.

## Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



W. R. ANGELL EXECUTIVE VICE-PRESIDENT OF THE CONTINENTAL MOTORS CORPORATION. STUDIED SHORTHAND WHEN HE WORKED IN A FLOUR MILL IN MUSKEGON, MICH.

## Sales Scents

Towle's Garage in Woodfords, Me., is the "official" collegiate garage in this vicinity as a result of a single, inexpensive but timely stunt the manager arranged on Thanksgiving.

The garage offered \$10 in gold to the first player to score in the game between the Portland High and Deering High football teams.

This is the big football event of the season here and the garage is located so it can serve members and friends of both school teams.

The garage received a lot of favorable publicity in connection with its offer.

After the game the winner of the cash prize was escorted to the garage by his school mates and received the \$10 amid their plaudits.

The garage shared in the cheers.

Frank Lankford, manager of the Paul Sheridan Ford dealership at Van Buren, Ark., recently launched an essay contest, offering \$30 in cash prizes for the three best essays on "Why Sheridan's Service Satisfies."

For the best essay \$15 is offered.

For the next best \$10.  
And for the third best \$5.

Awards are to be made by three disinterested Van Buren business men.

Essays are limited to 200 words or less and the contest closes December 1.

The contest is open to all and people other than Ford owners are eligible to enter it.

The firm suggested that a visit to the company's service station would supply information necessary for contestants to write a good essay.

The firm uses as a slogan, "Sheridan's Service Satisfies," and also this one: "Not a Helper in Our Shop."

The Worsham-Buick Company of Dallas has inaugurated a new sales idea in connection with its used cars.

With every used car sold re-

cently, the company gave 100 gallons of gasoline.

The company told the public of the new proposition through considerable display and want ad space in local daily papers.

The company did not pad the prices on used cars during the "free gas sale."

All prices were marked in plain figures and the 100 gallons of gasoline went to the purchaser, no matter whether he bought a reconditioned Ford coupe at \$300 or a Cadillac at \$2,500.

One hundred gallons of gasoline at retail prices prevailing in Dallas meant a saving of \$20 to the buyer of a used car.

## HAVE RAINBOW PLATES

Rutland, Vt., Nov. 28.—Most of the New England states will have gay colors in their automobile license plates for 1926, Vermont having selected a gold background with green figures; Maine, blue background, white figures; New Hampshire, green background, white figures; Massachusetts, blue background, white figures; Rhode Island, black background, white figures; Connecticut, chrome orange background, black figures.

## PLAN SALE CONGRESS

Milwaukee, Wis., Nov. 28.—Preparations are being made now for the annual sales congress to be held in Milwaukee beginning December 16, under the auspices of the National Automobile Dealers Association.

## Coming Automotive Events

### NOVEMBER

26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdoms.

### DECEMBER

1-8—Pernambuco, Brazil. Good Roads Conference.  
3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.  
6-16—Brussels, Belgium. Annual Automobile Show.  
10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.  
15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.  
7-20—Buenos Aires, Argentina. Eighth Annual Argentina Auto Show.

### JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.  
—Columbus, Ohio. Columbus Automotive Dealers' Association, Motor Hall show. Date not set.  
16-23—Philadelphia, Pa. Philadelphia Automobile Show.  
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.  
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.  
11-16—Chicago. American Road Builders' Association Annual Convention.  
11-16—New York City. National Automobile Show.  
14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.  
21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.  
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.  
16-23—Philadelphia. Twenty-fifth Annual Automobile Show.  
16-23—Cincinnati, Ohio. Automobile Show.  
16-23—Milwaukee, Wis. Automobile Show.  
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.  
18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.  
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.  
20-22—Detroit. National Society Automotive Engineers.  
21-22—Detroit. Michigan Independent Oil Men's Association.  
23-30—Montreal, Canada. Annual Motor Show.  
23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.  
23-30—Cleveland, Ohio. Automobile Show.  
23-30—Baltimore, Md. Twentieth Annual Automobile Show.  
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.  
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.  
26—American Road Builders' Association. Good Roads Week.  
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.  
27—Detroit. Michigan Highway Association.  
27—Scranton, Pa. Scranton Motor Trades Association Auto Show.  
27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.  
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.  
30-Feb. 6—Washington, D. C. Automobile Show.  
30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.  
30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.  
31-Feb. 6—Chicago, Ill. National Auto Show.

### FEBRUARY

2-6—Denver, Col. Denver Automotive Dealers' Association, annual show.  
9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.  
6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.  
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest-ern automobile show.



# Financial News of the Automotive Industry

## FISHER EARNINGS PUT AT 25 MILLION

Net for Quarter Ended Oct. 31 Largest in Company's History

NEW YORK, Nov. 28.—Net earnings of Fisher Body Corporation in the quarter ended October 31 were the largest in its history, exceeding the previous record established in the quarter ended April 30, 1925, by \$175,549.

Net income of \$3,238,400 was more than two and a half times the \$1,257,199 reported for the corresponding quarter of last year. Earnings were equal to \$3.36 a share on the 2,400,000 shares, against \$5.207,005, or \$2.10 a share, in the preceding quarter ended July 31.

The period ended October 31 completed the first six months of the corporation's fiscal year, which ends on April 30, with net income of \$13,445,405, which not only exceeded dividend requirements of \$12,000,000 for the entire year at the present rate of \$5 annually a share, but was within \$2,000,000 of equaling earnings in the entire 1925 fiscal year when net was \$15,244,409.

Thus, although Fisher Body within the past year doubled its dividend disbursement when it issued four shares of the present stock for each share of the old stock which received \$10 a share annually, it will have all its earnings of the last six months of the current fiscal year available for surplus or distribution to common stock holders in extra dividends.

Fisher Body's prosperity is a direct reflection of the prosperity of General Motors Corporation, which owns 60 per cent. of the stock and purchases practically all its body requirements from Fisher under contract.

In the past nine months, which have been Fisher Body's most prosperous period, General Motors produced between 650,000 and 700,000 vehicles, an average of around 225,000 a quarter. As General Motors' output during the November-January period is expected to show a normal recession from recent peaks, the falling off should be reflected in Fisher's earnings in the quarter ended January 31.

Unless there is a decided upset in the automobile industry in the next six months, all indications are that Fisher this fiscal year will earn comfortably over \$25,000,000, which would leave a surplus in earnings equal to more than the amount paid out in dividends. As the corporation has taken care of its expansion requirements and has sufficient capacity to provide General Motors' needs, as well as some outside business, some of this surplus doubtless will be distributed in extra dividends.

## Willys-Overland to Fund Accumulations

New York, Nov. 28.—Directors of Willys-Overland Company are scheduled to meet December 2, when it is expected that the question of funding accumulated dividends on the preferred stock will be considered, according to a Dow, Jones dispatch.

## Motor Wheel Put on A \$2 Dividend Basis

New York, Nov. 28.—By their action in declaring a regular quarterly dividend of 50 cents the directors of the Motor Wheel Corporation have placed the stock on a \$2 annual dividend basis. The last quarterly dividend was 40 cents. The board also authorized the payment of an extra dividend of 30 cents a share.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE.

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
20 1/2	47	3		Advance Rumely	100	16	16	—
15 1/2	47	3		Advance Rumely pf.	200	57	57	—
95	71 1/2	1		Aliax Rubber	200	10 1/2	10 1/2	—
54 1/2	26 1/2	1		Aliax-Chalmers	300	29 1/2	29 1/2	—
20	11 1/2	1		Am. Bosch Magneto	1,800	29 1/2	29 1/2	—
44 1/2	27 1/2	1.50		Am.-La France	2,100	15 1/2	15 1/2	—
25 1/2	108 1/2	3		Briggs Mfg. Co.	10,800	32 1/2	30 1/2	+ 1 1/2
111 1/2	100 1/2			Chandler Motor	4,600	45 1/2	44 1/2	+ 1 1/2
15 1/2	8 1/2	.30		Chrysler Corp. pf.	30,800	189 1/2	185 1/2	+ 4 1/2
48 1/2	21 1/2			Continental Motors	1,000	11 1/2	10 1/2	+ 1 1/2
91 1/2	73 1/2	7		Dodge Bros. A.	12,100	40 1/2	39 1/2	+ 1 1/2
28 1/2	10 1/2	2		Dodge Bros. pf.	400	8 1/2	8 1/2	—
77 1/2	60 1/2	4		Eaton Axle & Spring	400	25 1/2	25 1/2	—
26 1/2	1 1/2			Electric Stor. Battery	3,700	76 1/2	75 1/2	+ 1 1/2
17 1/2	12	.64		Emerson-Brant	200	2 1/2	2 1/2	—
125 1/2	60 1/2	5		Emerson-Brant pf.	700	21 1/2	21 1/2	—
28 1/2	10 1/2			Fifth Ave. Bus.	100	15 1/2	15 1/2	—
110 1/2	75 1/2	7		Fisher Body	4,500	97	95	+ 2 1/2
39 1/2	27 1/2	2.50		Fisk Rubber	24,600	24	22	+ 2 1/2
16 1/2	4 1/2			Fisk Rubber 1st pf.	2,100	115	113	+ 2 1/2
149 1/2	64 1/2	12 1/2		Gabriel Snubber	200	7 1/2	7 1/2	—
99 1/2	88 1/2	6		Gardner Motor	200	38	37 1/2	+ 1 1/2
26 1/2	12 1/2			General Motors	40,900	118 1/2	113 1/2	+ 5 1/2
74 1/2	36 1/2	4		General Motors 6s deb.	200	99 1/2	99 1/2	—
102 1/2	92 1/2			Glidden Co.	800	23 1/2	23 1/2	—
114 1/2	86 1/2	7		Goodrich	2,300	66 1/2	65 1/2	+ 1 1/2
108 1/2	103	8		Goodyear T. & R. pf.	400	101 1/2	101 1/2	—
49 1/2	30	3.50b		Goodyear T. & R. pf.	400	103 1/2	103 1/2	—
139 1/2	33 1/2	3		Hayes Wheel	600	44 1/2	44 1/2	—
31 1/2	14 1/2	1		Hudson Motor Car.	29,200	101	96	+ 5 1/2
55 1/2	25 1/2	3		Hupp Motor Car.	5,800	26 1/2	25 1/2	+ 1 1/2
21 1/2	12 1/2			Jordan Motor Car.	1,700	47 1/2	46 1/2	+ 1 1/2
74 1/2	41 1/2			Kelly-Springfield	200	65 1/2	64 1/2	+ 1 1/2
19 1/2	11 1/2			Kelly-Springfield 8a pf.	200	65 1/2	64 1/2	+ 1 1/2
106 1/2	99 1/2	6		Keystone T. & R.	1,700	2 1/2	2 1/2	—
32 1/2	10 1/2			Lee Rubber & Tire	300	14 1/2	14 1/2	—
42 1/2	22 1/2	3		Mack Trucks	8,300	22 1/2	22 1/2	—
44 1/2	40	2.60		Mack Trucks 2d pf.	100	105 1/2	105 1/2	—
35 1/2	18 1/2	2		Marlin Rockwell	100	105 1/2	105 1/2	—
42 1/2	18 1/2	2.40		Moore Motors	1,700	25 1/2	24 1/2	+ 1 1/2
48 1/2	15 1/2	2		Motometer A.	4,200	42 1/2	41 1/2	+ 1 1/2
33 1/2	17 1/2	1.40		Motor Wheel Corp.	3,700	31 1/2	31 1/2	—
47 1/2	10 1/2			Murray Body	2,800	19 1/2	17 1/2	+ 2 1/2
100 1/2	43 1/2			Packard Motor Car.	3,800	38 1/2	37 1/2	+ 1 1/2
18 1/2	8 1/2			Packard-Detroit Motor	2,800	26 1/2	25 1/2	+ 1 1/2
36 1/2	15 1/2			Pierce-Arrow	17,400	27 1/2	26 1/2	+ 1 1/2
108 1/2	92 1/2	8		Pierce-Arrow pf.	2,500	91 1/2	89 1/2	+ 2 1/2
84 1/2	56 1/2	6b		Reynolds Spring	700	10 1/2	10 1/2	—
89 1/2	61 1/2	6		Spicer Mfg. Co.	500	27 1/2	26 1/2	+ 1 1/2
68 1/2	41 1/2	4b		Spicer Mfg. Co. pf.	100	103 1/2	103 1/2	—
69 1/2	37 1/2	4b		Stewart-Warner	700	76 1/2	75 1/2	+ 1 1/2
97 1/2	33 1/2	4		Stromberg Carburetor	100	76 1/2	75 1/2	+ 1 1/2
104 1/2	57 1/2	4		Studebaker Co.	5,500	56 1/2	56 1/2	—
24 1/2	9 1/2			Timken Roller Bear.	200	54 1/2	54 1/2	—
119 1/2	72 1/2	7		U. S. Rubber	36,100	92 1/2	90 1/2	+ 2 1/2
100 1/2	90 1/2	7		U. S. Rubber 1st pf.	200	108 1/2	108 1/2	—
48 1/2	22 1/2	.75		White Motor	8,100	86 1/2	84 1/2	+ 2 1/2
				Willys-Overland	11,400	28 1/2	27 1/2	+ 1 1/2
				Willys-Overland pf.	2,200	119 1/2	117 1/2	+ 2 1/2
				Yellow C. & T. B. pf.	500	95 1/2	94 1/2	+ 1 1/2
				Yellow C. & T.	6,800	30 1/2	29 1/2	+ 1 1/2

## NEW YORK CURE MARKET

Sales	High	Low	Last	10 Ford of Canada	641	641	641
500 Auburn Auto	50	48 1/2	50	1730 Packard	25 1/2	25 1/2	25 1/2
2600 Bendix Corp.	23 1/2	21 1/2	23 1/2	451 Paige	25 1/2	25 1/2	25 1/2
100 Cont. Motor	11 1/2	11 1/2	11 1/2	950 Reo	24 1/2	24 1/2	24 1/2
200 Hupp Motor	24 1/2	24 1/2	24 1/2	2070 Timken Axle	9	8 1/2	9
50 Reo Motor	24 1/2	24 1/2	24 1/2				
1300 Stewart-Warner	76 1/2	75 1/2	76 1/2				
2100 Yel. T. & C. B.	30 1/2	29 1/2	30				
50 Yel. T. & C. pf.	94	94	94				
700 Yellow Taxi	49 1/2	49	49 1/2				
100 Federal Trucks	27	27	27				

## CHICAGO

Sales	High	Low	Last	10 Ford of Canada	641	641	641
500 Auburn Auto	50	48 1/2	50	1730 Packard	25 1/2	25 1/2	25 1/2
2600 Bendix Corp.	23 1/2	21 1/2	23 1/2	451 Paige	25 1/2	25 1/2	25 1/2
100 Cont. Motor	11 1/2	11 1/2	11 1/2	950 Reo	24 1/2	24 1/2	24 1/2
200 Hupp Motor	24 1/2	24 1/2	24 1/2	2070 Timken Axle	9	8 1/2	9
50 Reo Motor	24 1/2	24 1/2	24 1/2				
1300 Stewart-Warner	76 1/2	75 1/2	76 1/2				
2100 Yel. T. & C. B.	30 1/2	29 1/2	30				
50 Yel. T. & C. pf.	94	94	94				
700 Yellow Taxi	49 1/2	49	49 1/2				
100 Federal Trucks	27	27	27				

## DETROIT

Sales	High	Low	Last	10 Ford of Canada	641	641	641
500 Auburn Auto	50	48 1/2	50	1730 Packard	25 1/2	25 1/2	25 1/2
2600 Bendix Corp.	23 1/2	21 1/2	23 1/2	451 Paige	25 1/2	25 1/2	25 1/2
100 Cont. Motor	11 1/2	11 1/2	11 1/2	950 Reo	24 1/2	24 1/2	24 1/2
200 Hupp Motor	24 1/2	24 1/2	24 1/2	2070 Timken Axle	9	8 1/2	9
50 Reo Motor	24 1/2	24 1/2	24 1/2				
1300 Stewart-Warner	76 1/2	75 1/2	76 1/2				
2100 Yel. T. & C. B.	30 1/2	29 1/2	30				
50 Yel. T. & C. pf.	94	94	94				
700 Yellow Taxi	49 1/2	49	49 1/2				
100 Federal Trucks	27	27	27				

## STEEL PRODUCTS

Semi-Finished—Gross Tons	Nov.	Dec.	Jan.
Billets, re-rolling	1.11	1.12	1.11
Billets, forging	1.10	1.11	1.10
Steel bars (hot rolled)	1.09	1.10	1.09
Plates (hot rolled)	1.08	1.09	1.08
Blue annealed sheets	1.07	1.08	1.07
Black sheets	1.06	1.07	1.06
Auto body	1.05	1.06	1.05
Bands	1.04	1.05	1.04
Cold rolled strip	1.03	1.04	1.03
Hot rolled strip	1.02	1.03	1.02
Pig iron, basic	1.01	1.02	1.01
Valleys	1.00	1.01	1.00
Eastern Pennsylvania	0.99	1.00	0.99

## IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York.)	Nov.	Dec.	Jan.
Heavy melting steel	1.11	1.12	1.11
Machine shop turnings	1.10	1.11	1.10
Cast iron borings	1.09	1.10	1.09
No 1 cast scrap	1.08	1.09	1.08

## MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	Nov.	Dec.	Jan.
High brass sheets	1.11	1.12	1.11
Copper, in rolls	1.10	1.11	1.10
Zinc, spot, New York	1.09	1.10	1.09
Lead, spot, New York	1.08	1.09	1.08
Aluminum, virgin, 98.5%	1.07	1.08	1.07

## SEAMLESS TUBING

High brass	Nov.	Dec.	Jan.
High brass	1.11	1.12	1.11
Copper	1.10	1.11	1.10
High brass (round 1/2 to 2 1/2 in.)	1.09	1.10	1.09
Copper, rods, round	1.08	1.09	1.08

## OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:	Nov.	Dec.	Jan.
Heavy machinery	1.11	1.12	1.11
New brass clippings	1.10	1.11	1.10
Auto radiators	1.09	1.10	1.09
Brass, heavy	1.08	1.09	1.08
Brass, light	1.07	1.08	1.07

## RUBBER MARKET

Plantations—	Nov.	Dec.	Jan.
First latex crepe, spot	1.11	1.12	1.11

## TO OUR READERS

The Automotive Daily News is prepared to furnish information concerning the financial position, earning power and dividend basis of companies in the automotive industry. It will not undertake, however, to advise prospective investors as to the merits of any particular security. Requests for information relating to the assets, income, yield on stock or bond issues, etc., should be addressed to the Financial Editor, Automotive Daily News, 25 City Hall Place, New York, N. Y.

## American Bosch Earnings Higher

New York, Nov. 28.—The American Bosch Magneto Corporation report for the nine months ended September 30, 1925, shows net profit of \$305,487 after interest and depreciation, but before Federal taxes, equivalent to \$2.20 a share earned on 138,266 no par shares of capital stock. This compares with \$125,393, or \$1.30 a share earned on 96,000 shares outstanding in the same period of 1924.

Net income for the September quarter of this year was \$63,587 before Federal taxes, equal to 46 cents a share.

## LOANS ON MOTOR SHARES REDUCED

NEW YORK, Nov. 28.—A survey by Dow, Jones & Co., of the brokerage loan position of more than a score of the most important houses discloses that in practically every instance borrowings on motor shares have been widely reduced by reason of heavy liquidation in long accounts. Other houses showing virtually no change in loans are those which had customers liquidate motors and replace them with rails and oils.

This latter condition is reported by a number of leading wire houses. One of these states its loans are still above \$75,000,000, but it is carrying more rails than at any time in its history, while motors have been heavily sold. It is probably the largest commission and wire house in the country. Another big wire house says its loans are unchanged and practically at the top, but with motors and other industrials replaced by oils and rails, the amount of the latter class being carried is the largest in ten years.

## More Mills Raise Price Of Auto Steel Sheets

Pittsburgh, Nov. 28.—Independents follow the lead of the American Sheet and Tin Plate Company in naming \$4.50 as the first quarter price for full finished automobile sheets, No. 22 gage. This is \$2 a ton below the \$4.60 quotation on galvanized grades, and the differential is due to the advanced costs of spelter, which



## New Automotive Products Announced By Manufacturers

**NEW YORK, Nov. 28.**—Accessory and parts manufacturers are concentrating on the creation of new automotive devices and improvements of old ones to promote efficiency in the industry as a whole. Following are a few of the latest to be announced:—

### STARTING SWITCH

**Seattle, Wash., Nov. 28.**—A new device, known as the Keen starting switch for Ford automobiles has been introduced in Seattle by McIntosh Brothers, and is said by its inventors to make impossible the starting of the car with an advanced spark. The appliance is attached to the terminals on the starter and is directly connected with the battery. It is operated by a lever fastened to the spark adjusting rod in such a manner that when the spark is retarded, contact is made and the starter acts.

To protect against engaging the starter when the engine is running, sufficient "kick-back" is provided so that the operator is warned and contact cannot be carelessly made, according to the inventors.

### TRIMMING MACHINE

**Akron, O., Nov. 28.**—A machine called the Baker trimming and grooving machine has been serving so important a function in the service work of Goodyear tire dealers that the factory believes that it might well be considered by all truck tire dealers.

Regardless of the care and attention that are lavished on the mechanical upkeep of motor trucks, flat spots and other irregularities of tire wear that are traceable largely to irregularities in steering gears, wheel mountings, brake adjustments and so on, will creep in to steal tire mileage from the operator, officials claim.

Usually such irregularities can be discovered by a careful check of the truck, but by that time the damage has been done and unless some means is available to smooth off the flat spots and again restore the tire to a true circle it will shortly have to be removed to prevent hammering on the road.

The Baker solid tire trimming and grooving machine performs that function, according to Goodyear officials.

The machine is simple, consisting essentially of a cutting blade mounted on an adjustable arm, which in turn is mounted on a threaded bar so that by turning a small wheel the blade can be moved slowly across the face of the tire as the tire is revolved.

The operation of trimming tires requires very little time, say Goodyear officials. One wheel at a time is jacked up and with the truck in low gear the wheel is turned slowly against the blade of the machine and the knife moves across the face of the tire at just sufficient depth to reduce the high spots on the tire to the same level as the lowest points.

### CASOLINE PURIFIER

**Detroit, Nov. 28.**—Clogged fuel pipes and condensation of water content in motor fuel have always given motorists more or less trouble, and there are a number of devices now on the market to eliminate particles of dirt and sediment from the gasoline before it is permitted to enter the carburetor.

One of these is the Pelco gasoline purifier, the invention of A. E. Pelletier. It is being marketed by the Pelco Auto Products Company, Inc., New York. It is a device that actually washes the fuel with water, the company claims. The cleansed gasoline passes through a cone of specially woven wire, which passes gasoline, but which will not pass water. This selective action is produced by the application of a principle well known in chemistry, according to the inventor.

## NEW CAR REGISTRATIONS FOR

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chev-rolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	States
Alabama				18			33	6								128				6					Ala.
Arkansas	2			25	2		72	27				36	3	26	5	764	2			11	8	1			Ark.
Idaho	1			13	1		45	8				11		11		137				5	5	1			Idaho
Kansas	1			27	1		37	16	1			8		17		217				3					Kans.
Louisiana	5			25	3		90	17	1		1	31		32	2	724	1			1	12	2			Louisiana
Maryland	2			36	1	1	67	16	2			15		24	3	276	1			10	6	2	3		Maryland
Montana				3			8	1				2			1	27				1	1				Montana
Nebraska				18			30	3				5		7		148				1		2			Nebraska
N. Hamp.				31	2	2	25	8	4			7		30		82				17	2	3		1	N. Hamp.
N. Carol'a				43			124	31				52		36	4	642				21	1			1	N. Carolina
N. Dakota			1	11	1		31	3				3		3		235				2	1				N. Dakota
Oregon	4		1	55	3		92	29	2			42	5	56		159				12	5	6	1		Oregon
Rhode Isl'd				26	5	4	8	8	2	1	1	13		12	2	40	5			11	1	4			Rhode Isl.
S. Carolina				18	1		53	11				13		37	1	357	1			10	1	1			S. Carolina
S. Dakota				18	1		53	11				20		8		204				3	6				S. Dakota
Texas	2			16			40	10				15	3	125	3	2655	7	3		90	22	5	6		Texas
Utah	24	1	6	221	18		750	159	10			227	1	5		89				4	2	3			Utah
Wash'gton	2				4		75	24				15		35		218				13	8	7			Wash'gton
W. Virginia				21	1	2	32	8	1			13		12	2	192	1			1	10		2	4	W. Virginia
Wyoming				2			2	1								15									Wyoming

## LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted, the figures are for September.

States	Ajax	Apper- son	Auburn	Buick	Cadillac	Chand- ler	Chev- rolet	Chrysler	Cleve- land	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Frank- lin	Gardner	Gray	Hudson	Hup- mobile	Jewett	Jordan	Kissell	States
Alabama	3			291	25	14	722	153	4			253	1	193	15	3242	4		1	97	16	9			Alabama
*Arizona				78	5		195	36	2			69	1	36	1	61	1	1		19	5	16	1		Arizona
Arkansas	5			92	10		350	57	1			190	7	36	17	1760	9		3	45	25	2	1		Arkansas
California	158	10	48	1631	251	63	2212	836	70	1		1421	26	1838	46	4090	53	34	1	1103	124	423	100	15	California
*Colorado	5			148	9	4	404	86	4			178	9	104	11	574	2	8		54	16	25	2		Colorado
Conn'ticut	8		12	353	64	7	325	206	5	1		157	1	238	13	564	27	4	1	130	55	38	11	7	Conn'ticut
Delaware	1			62	12	1	47	23				5		24	1	202	3			7		3			Delaware
Florida				78	40	12	102	131	4			159	1	87	16	277	6	1	1	102	34	24	44		Florida
Georgia	14			228	22		419	101				157		85	10	2653	14			66	10	6	4		Georgia
Idaho	10			50	2	1	178	21	1			66	7	29	1	325	3			9	6	10			Idaho
Illinois	103	1	51	836	122	21	1497	381	34	5	16	531	6	529	40	3945	26	10	8	259	83	104	82	9	Illinois
*Indiana	49		43	479	36	6	965	343	21	7		379	5	507	16	1774	11	2	5	189	55	61	14	8	Indiana
Iowa	15		7	439	36	12	1188	192	15			281	4	343	16	3628	6	3	4	136	30	45	5	8	Iowa
Kansas	34			181	15	2	503	185	13			227		233	2	1428	3	2	2	106	20	18	2		Kansas
Kentucky	9		4	116	22	8	347	92	4			133	9	103	12	1645	7	1		60	20	9	4		Kentucky
Louisiana	8			87	12	7	585	102	8			158	2	161	28	2873	2		1	44	6	6		1	Louisiana
Maine			5	263	37	14	224	62	9			94	3	165	5	450	11	1		103	16	15	1	2	Maine
Maryland	14			208	21	7	436	116	6	1		92	2	105	28	1176	7	4		80	18	12	23		Maryland
Mass'tts	17	2	15	869	95	37	411	322	35	5		264	13	604	76	1974	37	7		360	45	50	37	2	Mass'tts
Michigan	70		23	1661	171	19	1800	520	39			390	17	991	105	7817	6	3	11	553	80	113	49	11	Michigan
*Minn'sota	30		4	456	24	6	806	156	2			255	3	339	14	929	6	11	8	132	30	63	5	1	Minn'sota
Mississippi																									Mississippi
Missouri	21	1	2	411	60	15	818	134	24			286	8	287	13	2762	19	28	2	124	37	43	7	2	Missouri
Montana	4			37	4	1	125	18	3			39		24	3	164	3			10	3	4			Montana
Nebraska	1			78	7	3	213	31	3			56	1	45	1	910			1	5	25	7	4		Nebraska
Nevada																									Nevada
N. Hamp.				101	7	5	81	26	8			38		91	6	236	5			55	3	15	1		N. Hamp.
New Jersey																									New Jersey
N. Mexico	3			44	4		83	28				44		5		307	1			11	1	2			N. Mexi
*New York	42		35	1368	228	54	1541	584	78	7		432	11	784	55	3804	89	11	7	436	104	154	113	3	New York
*N. Carolina	19			203	21		714	199	5			226	2	211	6	1723	20			136	13	14	1		N. Carol
N. Dakota	2		1	96			1	288	42	3		35	1	42	1	929		1		12	1	10			N. Dakota
*Ohio	13		14	597	41	26	1235	319	46	4		431	20	538	23	1466	22	3	10	139	35	70	18	6	Ohio
Oklahoma	18			311	37	2	1336	141	10			418	5	240	8	4145	7	1		106	49	39	2		Oklahoma
Oregon	26	1	8	232	19		473	91	18			156	5	211	6	1109	9	5	1	78	23	30	1		Oregon
Penn'vania	49	3	37	1432	163	114	2268	744	115	4		732	23	825	102	5391	107	26	15	569	139	239	127	4	Penn'vania
Rh. Island	3		5	120	22	9	74	55	13	1		51	1	71	7	281	14	2		33	2	12	9	1	Rh. Island
S. Carolina	1			95	12	1	365	98	2			142	1	141	1	1385	6			69	5	5			S. Carolin
S. Dakota	2			65	2	1	197	60	3			52		44	3	573				16	2	9			S. Dakota
Texas	52		12	640	67	7	2153	408	13			760	10	377	18	7524	28	12	3	276	75	22	27		Texas
Utah	10			74	3	5	156	28				48	1	61	2	260	2		2	23	7	19			Utah
*Vermont	1			84	9	2	118	50	3			44		71	1	146	2			50	1	12			Vermont
Virginia	2		1	195	9	6	524	125	13			164	5	103	14	1742	5	1		57	20	14	5		Virginia
Wash'gton	22	1	1	189	8	12	379	107	16	1		96	8	147	6	654	7	3	5	65	12	17	1		Wash'gton
W. Virginia	3		3	170	28	20	376	84	13			119	7	66	13	1046	5	2	6	69	14	42	17	7	W. Virg'n
Wisconsin	43		9	381	28	19	722	134	16	2		159	2	293	18	2115	9	8	1	124	19	34	28	17	Wisconsin
Wyoming				35	1	1	77	14	4			26	1	9	1	109				9	4	2			Wyomin
Dis. of Col.	5			137	28	3	196	61	4			50		69	18	476	4		2	32	32	10	2		Dis. of Co



**FOR WEEK ENDED NOVEMBER 14, 1925**

[illegible]

# CAR REGISTRATION STATISTICS

1, the figures are those of October, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee registration figures are not available at this time.

Kissell	States	Lincoln	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Reo	Ricken-backer	Rollin	Star	Stearns-Knight	Stude-baker	Stutz	Velle	Wills Ste Claire	Willys-Knight	Miscella-neous	Totals	States
	Alabama	4	3	1	80	1	28	96	26	4			11			37		129				53		5521	Alabama
	Arizona			8	15	8	20	43	11	1				1		58		65		1		16	10	784	Arizona
	Arkansas	6		3	31	24	25	127	6	2		2	3	7		288		93			2	13	4	3273	Arkansas
15	California	43	47	112	515	395	318	561	232	18	33	80	72	61	13	1083	8	1020	11	24	10	323	151	19685	California
	Colorado		2	5	50	17	22	96	33	2	4	4	6	14		245	3	105	3	8		30	11	2303	Colorado
7	Connecticut	7	10	5	86	74	53	121	68	3	5	19	31	11	4	32	5	149	1	6	7	49	40	3013	Connecticut
	Delaware				5	8	3	22	11			1	1			7		10			2	6	1	468	Delaware
	Florida	24	18	2	108	14	20	91	18	8	3	10	17	5		23		144	1	4	9	85	6	1729	Florida
	Georgia	10	3	2	77	20	26	39	22			4	6	5		62	3	87			2	26	8	4191	Georgia
	Idaho				13	10	25	67	3				4	2	1	115		22				11	1	993	Idaho
9	Illinois	34	24	27	274	486	177	593	171	19	8	27	76	27	11	229	8	375	15	36	14	243	69	11650	Illinois
8	Indiana	7	16	23	222	138	198	655	38		1	4	30	17	4	171		279	5	18	1	86	28	6916	Indiana
8	Iowa	7	1	10	97	63	78	443	36	1	3	1	21	20	1	164	2	166		28		55	12	7622	Iowa
	Kansas	4	4	7	55	65	36	215	10	1	5		14	5		171		128		3		26	15	3740	Kansas
	Kentucky	5		2	40	33	37	113	12	3		2	11			54		74	1		1	27	7	3027	Kentucky
1	Louisiana	3	1	6	77	21	43	161	24	3		6	6	3		151		88		1	1	54	3	4743	Louisiana
2	Maine	2	9	1	52	16	29	105	21	4	2	2	26	7		28		132		6		31	21	1974	Maine
	Maryland	4	9	2	61	19	48	142	36		13	2	3	4	2	59	4	73	3	3	4	31	40	2918	Maryland
2	Massachusetts	19	24	10	269	99	97	238	90	21	32	41	166	31	18	60	14	250	13	26	14	95	104	6942	Massachusetts
11	Michigan	34	20	13	232	474	274	713	109	33	16	9	78	32	4	295	2	298	1	4	5	124	46	17265	Michigan
1	Minnesota	9	2	18	81	104	80	370	64	5	7	2	26	9		102	2	214		8	1	67	26	4487	Minnesota
	Mississippi																								Mississippi
2	Missouri	19	13	44	114	162	88	229	39	4	10	21	18	8		127	4	146	4	8	2	72	40	6276	Missouri
	Montana				6	9	11	46	2	1		1	5	1		23		15		5		9	4	580	Montana
	Nebraska	2	1		20	6	25	73	7			1	2			45		32		3		14	6	1628	Nebraska
	Nevada																								Nevada
	N. Hamp.		5	2	23	20	17	60	10	2	3	5	11	2	2	23		61		1		8	5	938	N. Hamp.
	New Jersey																								New Jersey
	N. Mexico				5		7	6	1				1	1		33		19						606	N. Mexico
3	New York	34	34	15	377	304	208	710	167	15	31	46	92	31	4	203	9	535	2	27	17	219	47	13067	New York
	N. Carolina	3	1		91	14	54	73	23	1		2	18			103		124		9		23	1	4053	N. Carolina
	N. Dakota	2	1		14	26	41	134	1				1	7		53		23				11		1779	N. Dakota
6	Ohio	4	7	23	195	124	173	638	70	8	22	5	24	23	5	156	7	170	1	10	6	151	65	7916	Ohio
	Oklahoma	8	5	5	113	39	24	251	21	6	1	13	11	4		320		149			1	44	26	7916	Oklahoma
	Oregon	6	3	8	32	55	97	183	16	2	1		5	9		210		123		3	1	52	11	3319	Oregon
4	Pennsylvania	30	65	31	599	534	280	938	237	29	47	57	69	55	14	407	12	755	19	20	32	332	125	17905	Pennsylvania
1	Rhode Island	3	7	21	35	29	34	44	19		5	8	11	6		7	6	34	1	6	2	21	21	1106	Rhode Island
	S. Carolina	5			32	5	18	26	9	1			9		1	113		66				8	5	2627	S. Carolina
	S. Dakota	3			24	11	28	84	1				2	5		41		22				10	2	1262	S. Dakota
	Texas	22	4	27	180	77	95	547	59	2	12	16	21	10	2	484		395		5		113	14	14569	Texas
	Utah			5	22	12	49	46	9			5	1	3		57		47				12	6	1075	Utah
	Vermont				33	15	4	47	9	3		2	10	1	1	26		39	1	1		14	4	804	Vermont
	Virginia	6	2		40	24	26	104	28	3	3		7	5		72		115		1	3	38	8	3490	Virginia
	Washington		3	7	35	39	58	130	29	1		4	4	2		137		93		4	2	38	11	2354	Washington
7	West Virginia	7		3	61	32	54	135	15	9	5	3	10	12	2	135		124		1	1	35	14	2768	West Virginia
17	Wisconsin	6	3	4	154	77	133	367	25	4	1	5	18	8		109	4	144	1	8	9	68	35	5364	Wisconsin
	Wyoming			2	3	5	6	14	4							32		16		2		2		379	Wyoming
	Dis. of Col.	6	4	1	44	10	21	37	22	3	9	8	6	3		6	5	27		5	2	45	9	1402	Dis. of Col.

ork state, except the metropolitan district.

## New Spark Plug Design Created by French Inventor

By R. W. PETARD  
(A. D. N. Staff Correspondent)

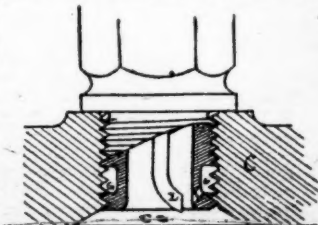
**P**ARIS, Nov. 28. — New ideas in the rather overworked field of sparkplug design are few and far between, and it always is with interest that a genuine improvement is placed on record.

Pognon, the veteran French plug maker, has recently put out for airplane engine work a new plug, and is now fitting it to car engine duty. In actual test it has proved resistance to over-lubrication, it is claimed.

In the new Pognon plug everything has been done to keep all parts at the lowest possible temperature, and the removal of oil condensation is obtained mechanically by simple means.

This is done through cutting a circular groove (G) in the threaded shank of the plug screwing into the cylinder head. When the plug is screwed in place this groove forms an annular closed chamber, as shown in sketch. A sufficient thickness of metal is left between this chamber and the bore of the plug shank to insure good cooling through conductivity toward the cylinder body (C), and thus avoid any hot spots.

The central electrode (E) is a big size high conductivity wire and is bent at its lower end toward the plug shank to provide the spark gap. An obliquely drilled hole



— (L) leads from the chamber (G)

to a point opposite the central electrode. It is in the combination of this hole and the chamber that the secret of the plug resides.

The variations of the pressure in the cylinder head "CC" cause a constant circulation of gas in hole "H." During the suction stroke a vacuum is created in the chamber, a gas current issuing through "H" toward the piston. During compression and explosion a pressure is stored in the chamber which creates a current through "H" in the opposite direction. This pressure falling during the exhaust stroke again reverses the current. This shows that, due to the presence of chamber "G," the end of the central electrode and the spark gap are constantly wiped clean by a strong current of gas in motion, so that no oil or free soot particles are allowed to accumulate and short the plug.

That the action actually takes place has been proved in many tests on engines overlubricated to the point that liquid oil was passed through the exhaust parts, as well as in engines in which the plugs were mounted in an upside down position, as in the case in some V-type aviation motors. Tests were also made under severe overlubrication conditions in worn engines that never failed to short their plugs, even with a scant oil supply, after prolonged coasting on closed throttle, it was said.

in the county at 7 a. m., every day except Saturdays and days preceding holidays, according to an announcement made by C. A. George, station superintendent of this district.

**AUTO SUPPLY CO. HAS  
BROADCASTING STATION**

**Fort Wayne, Ind., Nov. 28 (U. T. P. S.).**—Featuring a pretentious program the Main Auto Supply Company opened its new radio broadcasting station November 23, in a premiere that was received not only in Fort Wayne but also in such divergent parts of America as Winnipeg, Can. Cleveland, O., and Aberdeen, Md.

## TO OUR READERS

We have installed a service department, the duty of which it will be to answer all inquiries from our dealer readers regarding the purchase, installation or operation of all types of shop equipment. We ask our readers to take advantage of this service and to write us fully regarding their shop problems. Address, Service Editor, Automotive Daily News, 25 City Hall Place, New York, N. Y.

## WESTERN AUTO SUPPLY OPENING UP STORE

**Kansas City, Nov. 28.**—The Western Auto Supply Company, with headquarters here, is opening a new store in Birmingham, Ala. Warren Humphrey, general manager, announced today. The company will open a store in Philadelphia about January 1. Mr. Humphrey said. Don A. Davis, president of the company, has been on a tour of southern and eastern states opening more stores.

## BATTERY STATION

**East Liverpool, O., Nov. 28.**—Frank C. Williams, local distributor for the Franklin automobile, has opened the Exide Battery Sales and Service Station in the Litten Building here, it was announced this week.

## TO CLOSE EARLY

3 Santa Ana, Ca., Nov. 28.—Co-operating with the independent service station operators of Orange county, the Shell Oil Company of California will close all its stations



## R. R., BOAT AND BUS LINES TO JOIN

Dubuque, Ia., Nov. 28.—Co-ordination of motor buses, the railroads and the Mississippi river barges is seen by local business men as the future basis of the transportation system in the Middle West, and particularly along the banks of the river. Proper regulation of all three methods of transportation is sought in order that one may not institute and conduct practices which are unfair and work to the detriment of the others.

According to business men in this section who have made a study of the situation, the railroads first

came into competition with water transportation and now with bus transportation. The three systems, they claim, may be developed and operated in a manner which will prove to the benefit of all three, and will result in a more efficient system of transportation for the public.

S. G. Creswick, commissioner of the Dubuque Shippers' Association, recently advocated the placing of bus transportation under the Interstate Commerce Commission, when interstate traffic is involved, and under state railroad commissions when intrastate traffic is involved. He declared that both carriers have a proper place in the present-day scheme of transportation, and that both should be subjected to the same regulations.

## QUICK TRUCKING SERVICE OPERATES AT ROCHESTER

Rochester, N. Y., Nov. 28.—The Lake Shore Highway Express Company, Inc., has been organized in connection with the New York Central Lines here to afford a quick trucking service to this locality. Six Mack trucks with steel containers are being operated.

The corporation will link Rochester with Fulton and Oswego, and its steel containers on the New York Central Lines will link this city with Syracuse, Utica, Albany and New York and as far west as Buffalo. Five routes out of Rochester have been mapped out.

## WISCONSIN AXLES

If your present axle equipment is not satisfactory or is too expensive to maintain, replace with a Wisconsin Axle. We supply axles to operators of truck and bus fleets.

Bevel Gear, Double Reduction and  
Worm Drive  
Full-Floating Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

## NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED NOVEMBER 14, 1925

States	Acme	Autocar	Brookway	Chevrolet	Com- mer-	Dia- mond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason	Over- land	Pierce- Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States
Alabama				2						2																			4	Alabama
Arkansas				7			13	7	3	241			5						4								3		283	Arkansas
Kansas				5				1		28			1						1										36	Kansas
Louisiana				4			4			61			5																74	Louisiana
Maryland		2		5			2			34			3					4									1		51	Maryland
Montana				1			1			4			1																7	Montana
Nebraska										17																			17	Nebraska
N. Hamp.		1		1			2		1	32	1	1					1	3							4			3	53	N. Hampshire
N. Carolina				4			5	3					2					2											16	No. Carolina
N. Dakota				2					34				2																38	North Dakota
Oregon				7				5	1	31		2	1	3													5	2	57	Oregon
Rh. Island		1					5	2	1	18				2				3									3	1	36	Rhode Island
S. Carolina				5			1			58			6	1															71	So. Carolina
S. Dakota				1			1	4		16			4				1		2									2	31	South Dakota
Texas				72			18	30	2	558	2	5	12	2				8									5	1	715	Texas
Utah				1				1		11			1																15	Utah
Wash'gton				7			2	5		44		2	4					2	1										67	Washington
W. Virginia				8			7	3	1	31	1		3				1	2										1	58	West Virginia
Wyoming				1			2			2			1																6	Wyoming

## LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for October, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brook- way	Chev- rolet	Com- merce	Dia- mond-T	Dodge	Dodge- Graham	Federal	Ford	Garford	G. M. C.	Inter- national	Mack	Mason Road King	Over- land	Pierce- Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscel- laneous	Totals	States	
Alabama				25			24	14	1	845		1	15	2		1		3	1								4	4	944	Alabama	
*Arizona				16			23	27		52			4	2		1		7									4	1	137	Arizona	
Arkansas				15			18	5	6	495		2	15	2		4		4	2				5				5	5	583	Arkansas	
California	1	23		152			216	138	48	759	11	23	21	63	4	3	11	76	5	3		1	31	3		1	66	139	1798	California	
*Colorado				17				15	2	163		3	3	2				5									5		215	Colorado	
*Connecticut	1	1	6	13	1		56	13	14	204		8	9	21		3	2	22	1	1	1		4		3		19	15	419	Connecticut	
Delaware				6			1	4		78		2				1		7					1						100	Delaware	
Florida		4		9			22	22	2	276		1	24	3		2		3		7							11	17	403	Florida	
Georgia				10			19	14	5	470		1	12	2		6		5									5	6	555	Georgia	
Idaho				20			8	6	3	92			2	4		1		3					1					7	147	Idaho	
Illinois	7			103		33	100	32	11	729		9	65	20		12	13	65	1			5	1	6			24	140	1386	Illinois	
Indiana				39			30	24	9	424		5	40	2		4		27				3			5	1	3	28	644	Indiana	
Iowa				116			22	30	10	426		1	33	7		1	2	30	1			1			1		1	18	700	Iowa	
Kansas				35		2	21	10	2	262		4	21	1		2		9					1				1	8	379	Kansas	
Kentucky		1		21			31	13	1	176	1	3	6	3		3		7				2				5	3	21	297	Kentucky	
Louisiana				23			19	9		604		3	6	1		2	3		3								1	10	2	683	Louisiana
*Maine				11			9	2		45		1	1	1				3									1		74	Maine	
Maryland	2	10	1	38	1	1	14	14	4	217		6	16	7		1	3	26	2		1	1	2		1		12	12	392	Maryland	
Mass'setts	1	29	11	46			83	38	17	464	7	11	20	46	10	6	8	96	2	1	5		1	6	6		38	35	987	Massachusetts	
Michigan	7	11		155			80	41	45	1285		25	41	42		6	3	102	7	8		1	4	1			4	110	1978	Michigan	
*Minnesota				115			1	28	22	7	491	2	4	34	7		5	2	27	2							13	5	765	Minnesota	
Missouri		2		40		6	34	38	9	508	1	1	26	18	1	3	1	11	4								5	7	718	Missouri	
Montana				17			6	6		72			3					2						1				1	109	Montana	
Nebraska				21			10	15	3	290		5	21	2		3		9						1				6	5	391	Nebraska
*N. Hamp.				6			8	6	2	16	1	2	10	2		1		9									5	5	133	N. Hampshire	
New Jersey																														New Jersey	
N. Mexico				8			8	9		69			1					1						1					99	New Mexico	
New York	7	71	96	413	7	19	283	124	51	1824	7	24	78	191		44	47	213	6		39	1	6	13	29		145	90	3835	New York	
*N. Carolina	3	1		15			6	44	3	503		6	24					6	6	2	2						14	23	658	No. Carolina	
N. Dakota				45			1	4	2	227			8					7											294	North Dakota	
*Ohio	4	1		96			43	30	16	628	6	3	36	35		8	2	37	2				2		4	7	49	53	1060	Ohio	
Oklahoma				60			27	33	9	921		2	12	11				11	6		2						9		1103	Oklahoma	
Oregon				18				22	14	123	2	9	2	19				4	1								13	7	234	Oregon	
Pennsylv.	8	54	21	243	7	6	262	145	29	975	10	16	59	67	8	24	7	139	10		1		4	14	8		73	113	2303	Pennsylvania	
*Rh. Island		4	1	8			24	4	1	79	1	2	5	6		1	1	13		2							6	10	168	Rhode Island	
S. Carolina				11			11	6		327		1	3	1				3	1						6		4	1	375	So. Carolina	
S. Dakota				28			2	10		97		1	16					1										2	167	South Dakota	
Texas		6		186			39	55	5	2027	2	4	58	12		3		47	1				1				13	26	2485	Texas	
Utah				13			18	2		64			6	2				1					1				1	4	112	Utah	
Virginia		4		37			15	12	4	367	1		15	4		2	1	9	3	2					1		7	11	495	Virginia	
Wash'gton				25			23	10		189	3	5	2	8		2	1	5	4				2				3	10	292	Washington	
W. Virginia			1	30		3	47	24	1	210	2	3	19		1	2		12	3	4					1			12	375	West Virginia	
Wisconsin		1		83		6	22	35	8	368		3	24	7		4		25					1	4	6		5	33	635	Wisconsin	
Wyoming				4			7	2		36			2														1		52	Wyoming	
Dis. of Col.		6		10			7	7		132		1	8	4			1	3	5			2					1	10	4	200	Dis. of Col'bia



## Tire Dealers Generally Report Buying Activity

**SAN FRANCISCO, Nov. 28 (U. T. P. S.).**—Tire houses equipped for repairing, vulcanizing and rebuilding are enjoying a good business this month in San Francisco. Dealers say higher tire prices have driven economical motorists into the repair market.

Brooks & Scales, who enjoy one of the largest rebuilt tire trades in the city, has found that repairs run largely to the larger-sized tires. Balloons comprise about one-half of the repair business.

McKean Brothers have found that the repair business now exceeds the new tire business in volume.

Standard tire dealers report that new sales have dropped off, due to the winter season and higher prices. Balloon tire sales are gradually increasing and will raise the percentage of business in many houses for the year.

Some dealers are conducting sales, making it possible for motorists to buy standard makes at prices that prevailed before the recent raises.

### DAYTON

**Dayton, O., Nov. 28 (U. T. P. S.).**—The latest advance in tire prices caused increased buying in the local market. A survey among representative dealers discloses activity in the trade. Sales last week in every instance were reported better than for the preceding week, with indications pointing to continued demand in the immediate future.

Business for the last thirty days is ahead of the same period last year, which is attributed to the increased number of cars put on the road during the last twelve months, sales of new and used cars reaching record figures in that time.

Balloon tires have not been in strong demand. Dealers, however, are not agreed as to the percentage sold. Some place the percentage at 25 per cent., while one dealer said less than 5 per cent. of his business was in balloons. The movement in high pressure pneumatics was heavy, one dealer placing the percentage in that make at 95 per cent. of his total business last month.

Sizes in greatest demand were 30x3 1/2, which reflects a normal situation in view of the fact that the greater number of cars in southwestern Ohio are of the lighter type.

Tubes are selling slowly as a separate item. Most dealers report their stocks of tires as slightly higher than usual for the time of year and ahead of stocks on hand a year ago.

### SPRINGFIELD

**Springfield, Ill., Nov. 28.**—Trade in tires has been decidedly slow here for some time, due in a measure to the price increases which have come within the last three months. Dealers are advertising that still another 15 per cent. raise is due within the month. The announcement has scared the buyer, and many dealers report a brisk demand for used tires and greatly increased business in the repair departments.

The Sandidge Tire Company reports a tremendous demand for used tires, and they are out buying up materials of this kind to supply the demand.

The Capitol 24 Tire Company, Firestone distributors, is advertising its vulcanizing department.

The Wiesenmeyer Tire Company, Dayton and Century dealers, is advertising time payments on its products.

The Hodge Tire Company has been selling tires on time payments for some time, being the first firm in the city to announce along this line. The company handles Dunlop, Mason and Empire tires. Flynn-Guenther Rubber Company sells for cash only.

### RUTLAND

**Rutland, Vt., Nov. 28.**—The expected slump in the tire trade

in this city has not been as great as generally was expected in the eleventh month of the year, inquiry among distributors discloses. The output for the first half of the month was at least 15 per cent. ahead of the same period in 1924, it is estimated. This is said to be due to two factors: More people are running their cars late in the fall than a year ago; roads at this time of the year cause greater wear and tear on tires than in summer and early fall because of frozen ruts. The demand for balloon tires is small now, most dealers state.

### DANBURY

**Danbury, Conn., Nov. 28.**—The tire and accessory business in this city and throughout this part of Connecticut is benefiting by the comparatively mild and open weather prevailing up to the present time and business conditions in the motor trade as a whole are estimated to be 15 per cent. or more ahead of last year. Tire dealers in this city report good business and say prospects are that fewer cars will be retired with the coming of cold and extreme winter temperatures this season than ever before. Sales of winter equipment are considerably in excess of last season.

### OAKLAND

**Oakland, Cal., Nov. 28.**—The wet season descended on northern California last week and gladdened the heart of the tire business man, for with the showers came a little sunshine in the way of orders.

It is traditional in this section of the country to get along with the old casings until the rain starts in order that brand new treads will be available to baffle the skidding hazard.

All of the leading makers of tires have enjoyed buying activity during the last fortnight. This is expected to continue through the winter, with fluctuations. Early spring will, of course, mark the heavy selling season.

S. A. Corgiat Company, Mason and United States dealer, reports the second week in November as being the heaviest period since last spring. This concern does a large commercial car business, which probably accounts for the sales spurt, as commercial cars are first to be re-tired when the rainy season sets in.

L. G. Reno, Kelly-Springfield dealer, reports activity in his pneumatic department, while the solid business is holding about even.

Firestone's representative, E. L. Johnson, reports an increase in sales over the same period last year. Johnson specializes in retreading, and reports that this department is working overtime now.

### WACO

**Waco, Tex., Nov. 28.**—Sales slightly below the same time last fall locally, but slightly ahead of the same time last fall outside this immediate territory, was the report coming from tire distributors here this week. Sales of last week in almost every case showed a slight increase over the week preceding.

Actual cash business was more than last season, this being due to the increase in prices.

There is as much demand for tubes as for tires. During the summer the demand for tubes made an unprecedented record, this following the announcement of crude rubber increases. Dealers here had large stores of tubes bought at the old prices which were rapidly sold.

"There is the biggest demand for second-hand casings that I have ever known," stated H. B. Cohen, manager of the Annex Auto Supply Company.

## Rubber Prospects In Islands Told

**Akron, O., Nov. 28.**—Judge John W. Haussermann, vice-president of the American Chamber of Commerce of the Philippines, in an address before the Rotary Club here recently, advocated the investment of American money in Philippine rubber plantations.

American business men have more than an even chance of being successful in the islands, he said, though it takes courage to gamble on the protection of the government for their capital. The one remaining disadvantage is the limitations on the land there, but if Congress will remove these restrictions, Haussermann says, rubber plantations in the islands will be a reasonable risk.

The visitor has been touring the states in an effort to arouse greater interest in the islands. He is one of the foremost authorities on conditions and resources in the Philippines.

In answer to many of the disadvantages previously given against rubber plantations in the Philippines, Haussermann says that there is an excess of 3,000,000 acres of land adaptable for rubber in two islands alone. The climatic conditions are ideal for rubber production. He pointed out that thousands of Filipinos have been taken to Hawaii to work in the sugar centrals, which would refute the idea of lack of labor.

## Fire Notes

### TO SELL TRUCK TIRES

**Milwaukee, Wis., Nov. 28.**—S. E. Detienne, for fourteen years with the Wisconsin tire industry, and formerly with the Wisconsin State Rubber Company, is now associated with H. S. Geddes, exclusive Firestone truck tire dealer.

### COMPANY LIQUIDATES

**London, Nov. 28 (U. T. P. S.).**—The Beadless Tyre Company, Ltd., of Birmingham, has gone into liquidation. Assets are estimated at £831, against liabilities of £1,837. The company formerly held British distribution rights for the Givens Bands of San Francisco, and a considerable loss resulted in this section of the business.

### RUBBER CO. COTTAGES

**Hanover, Mass., Nov. 28 (U. T. P. S.).**—The E. H. Clapp Rubber Company, operating one of the largest rubber reclaiming plants in the East, has bought two acres of land in the heart of the village here upon which it will build cottage homes for employees. The company at present employs 500 hands here and owns twenty-five employees' cottages.

### GARAGE CONTRACT LET

**Milwaukee, Wis., Nov. 28.**—The general contract for the construction of the \$150,000 three story, six store, garage and service building to be erected by the Onelda & Jackson Company, has been granted to R. L. Reisinger & Co.

## Kelly Officials Tour West Coast

**Los Angeles, Cal., Nov. 28.**—Maurice Switzer, vice-president, and T. S. Lindsey, general sales manager of the Kelly-Springfield Tire Company of New York city, have completed a tour of the Northwest and Pacific coast in a survey of conditions pertaining to the tire business.

Upon their arrival in Los Angeles they commented on the growth made in Los Angeles and Southern California in general. While here they completed arrangements for the enlargement of the present force of their Los Angeles factory branch in order to take care of the contemplated increase in business for the coming year.

They announced that the Kelly-Springfield tire factory at Cumberland, Md., which is said to be the largest single unit factory in the world conceived and completed as one unit, manufacturing tires and tubes exclusively, is now completed and running at full capacity. From the outlook of conditions as they now exist it will be only a question of time when additions will have to be made to this plant to take care of the huge increase in business now assured on account of the extra demands made upon them by the eleven new factory branches which have recently been opened in the United States, the officials explained.

In the new Hupmobile Six the finest possible six performance has come down from the realm of much higher cost.

This car makes the Hupmobile franchise even more valuable than heretofore.

The New  
**Hupmobile**  
**6**



## Tardy Shipments Only Bar To Accessory Sales in West

**L**ONG BEACH, Cal., Nov. 28.—Practically the only drawback to a good business at the present time is the getting of seasonable goods, according to the reports of several accessory dealers interviewed by an Automotive Daily News correspondent.

Most dealers, however, state that the condition is not serious, that only short delays are experienced in receiving goods, and that this delay accounts for the slightly lowered stock at this season.

While business for this week has shown no change over the preceding week, a marked improvement over a year ago this date was reported by several dealers.

With all prices firm, dealers in this territory appear to be generally in a sound financial position.

Dealers that wholesale to garages report a substantial increase in replacement sales.

According to Charles A. Wiley of the Wiley Motor Stores, their sales for the current week fell off a little, but the first half of November is appreciably greater than the same period in 1924.

"While the accessory business appears to be quiet in some cases, our books show not only an increase in sales but a better margin of profit than was shown in the earlier part of the year," says Mr. Wiley.

"The winter business promises to be even better than the present time.

"Those accessories that are necessary to the continued functioning of the automobile are meeting with the biggest sale, though wind wings, shock absorbers and meters are also popular."

### Fronts, Changes and Novelty Sets Lead

**Philadelphia, Pa., Nov. 28 (U. T. P. S.).**—Denatured alcohol, winter fronts, tire chains, flashlights and "doll-up" sets, including fancy hub caps, are the present sales leaders among automotive equipment dealers. Cold weather gripped this city early in the week and sent winter merchandise on the upward curve in short order. Accessory dealers are congratulating themselves on the marked increase in business, their figures in general being considerably ahead of the corresponding period in 1924.

Other good sellers at this time embrace stop and tail lights, front and rear mirrors, robes, Ford heaters, cigar lighters, automatic windshield wipers, ornamental door knobs and fancy radiator caps. There is a fair movement in hood covers. Dealers in numerous cases have dressed their windows with particular care for Thanksgiving trade.

Shop equipment sales are improving, especially in the case of the smaller machines and tools. Garage heaters are in good demand. It is now regarded as probable that, for the first time, accessory dealers and shop equipment specialists will have regularly allotted space, in the Annual Automobile Show, for shop equipment. Heretofore the showing of shop equipment at this big exhibition in the Commercial Museum has been limited to a very small number of items shown by individual concerns among their accessory merchandise.

Several of the leading accessory distributors maintain on separate floors in their buildings permanent shows of shop equipment, with expert demonstrators in charge and hand out factory literature explanatory of the various mechanisms.

Some of the smaller accessory dealers are using freak window dressing properties to attract attention to their displays. One Girard Avenue house has been drawing small crowds with a cleverly put together figure of Barney Google's famous horse "Spark Plug," thereby making a double play in advertising spark plugs and

other goods, for the horse is composed entirely of items of merchandise the house has for sale.

### Dealers Divided on Accessory Business

**Kansas City, Nov. 28.**—"Our sales in Kansas City for the first two weeks of November were approximately 40 per cent. better than the same period last year," Warren Humphrey, general manager of the Western Auto Supply Company, said in describing the demand for motor car accessories. The company operates four retail stores in Kansas City, with sixteen other stores in the West.

"The demand for winter accessories has been exceptionally strong, with the market opening up much earlier than usual," Mr. Humphrey said. "Winter fronts, winter inclosures, heaters and hood covers probably lead in sales."

While Mr. Humphrey is reporting sales as strong for this season of the year, other dealers declare sales as slow.

Charles H. Miller, owner of the National Auto Supply Company, says his sales are slow with the slump probably seasonal. "We are having about the usual demand for winter accessories with other accessories moving slowly."

The Wolf Auto Supply Company also reports sales as slow with only seasonal accessories moving.

Motor car dealers handling a limited line of accessories report sales as good. Accessories for new cars usually are sold along with the car and this, dealers say, keeps accessories sales at a par with new car sales.

### Mild November Spurs Sales in Rutland, Vt.

**Rutland, Vt., Nov. 28.**—November has been a mild month in northern New England, with the result that, aside from the tourists, the motor traffic has been as heavy as in any month of the year outside of the vacation period.

The warm weather, after an unusually cold October, has boosted the sale of accessories, local dealers state, and in some cases stocks, usually permitted to reach a minimum at this time of the year, are abnormally low. Retailers here are looking for a brisk trade for at least two weeks more. Many passenger cars still are in use, it is said.

Heaters and blankets are leaders in the accessories sold here at present, with chains a close second.

### Boston Dealers Show Christmas Accessories

**Boston, Nov. 28 (U. T. P. S.).**—The thoughts of the accessory dealers are turning towards Christmas and they are commencing to stock features that can be displayed as suitable Christmas gifts for motorists. Several dealers handling radio as well as motor accessories are going to handle electrical toys in addition for the holiday trade.

This was a good week in the trade, but there was a falling off in the buying of winter accessories, due of course to the mild weather of the past two weeks. Since this month has produced much milder weather than October with a little touch of Indian summer, the sales of alcohol and non-freezing fluids fell below anticipations. No-Vap, which is made by Lever Brothers in Cambridge, bids fair to be popu-

## New Automotive Patents Announced

**Special from A. D. N. Washington Bureau.**  
**Washington, Nov. 28.**—Additional automotive patents have been announced as follows:—

John A. McBrady, St. Paul, Minn., device for taking up slack in anti-skid chains; Edward M. McDermott, East Orange, N. J., intake-manifold heater; John F. McGinn, Harvey, N. D., producing piston rings; Daniel F. McMahon, Cicero, Ill., shock absorber; William E. Menzies, Irwin, Pa., assignor to Westinghouse Electric and Manufacturing Company, speed regulator; Joseph F. Merkel, Rochester, N. Y., assignor to the G. R. S. Products, Inc., Colonie, N. Y., attaching men for wire-spoke wheels; Carlton E. Miller, Atherton, Cal., connecting rod adapter for internal-combustion engines; William G. Milligan, Akron, O., hood clamp; Philip J. Mitten, Philadelphia, Pa., assignor to Mitten-Taylor, Inc., one-man gasoline safety car; Charles H. Muckenbirt, Detroit, Mich., headlight.

Christopher Offenhausser, Philadelphia, Pa., automobile bumper; William A. Odendahl, Denver, Col., cooling radiator. Rudolph M. Peterson, H. W. Sears and E. D. Peterson, Kanorado, Kan., automobile extractor; Carl G. Pryts, Milbank, S. D., piston for internal-combustion engine.

Walter D. Ryan, Schenectady, N. Y., vehicle headlight housing. James H. Sager, assignor to J. H. Sager Company, Rochester, N. Y., mud guard fender for motor vehicle; Raymond R. Seales, assignor to the Panir Bearing Company, New Britain, Conn., locking means for anti-friction bearing rings;

Martin E. Seely, Cleveland, O., shaft-driving mechanism; Charles R. Short, assignor to General Motors Research Corporation, Dayton, O., piston; Paul J. Simmen, Eden, N. Y., speed control system for motor vehicle; Dorothy M. Skelton, assignor to W. A. Skelton, Los Angeles, Cal., exhaust muffler for internal combustion engines; Melvin R. Smith, assignor to D-Electro Light Company, Danbury, Conn., deflector for headlights; Ralph L. Smothers, assignor of one-half to R. L. Chisman, Salina, Kan., headlight; Cecil A. Snyder, Reisterstown, Md., dumping truck; Gustav R. Spertl, Milwaukee, Wis., adjustable anti-glare shield; Raleigh H. Staley, assignor to Baker Manufacturing Company, Springfield, Ill., motor-vehicle attachment; Arthur Stimson, assignor of one-half to J. S. Risher, Chicago, Ill., anti-theft device for automobiles; John J. Swanson, Elgin, Neb., transmission-pedal control. Richard J. Trumbull, Chicago, Ill., automobile seat cover; Jesse D. Tucker, assignor to Tucker Brothers Manufacturing Company, Sacramento, Cal., spring axle construction.

Wilfred G. Unger, Hagerstown, Md., piston and piston ring.

Bilas B. Wells, assignor of one-half to H. C. Remer, Saginaw, Mich., signal switch device for steering wheel; Leonard A. Westbo, Pierce county, Wash., carburetor; John W. White, assignor to General Motors Research Corporation, Detroit, Mich., heat treatment for gears; Austin M. Wolf, Plainfield, N. J., assignor to Packard Motor Car Company, Detroit, Mich., internal-combustion engine; Paul Worth, Akron, O., assignor to the India Tire and Rubber Company, Mogadore, O., resilient tire; John A. Wright, Maquoketa, Ia., glare screen.

lar this winter and the manufacturers are encouraged by the early returns from dealers in the three northern New England states, where they have had some sharp weather this month.

Accessory departments in the big stores showed their specialties in their best windows during the past week and linked the display with football and Thanksgiving.

One feature of the football season that has picked up a little business for the dealers was the several warnings against thieves sent out in connection with games and the result was activity in the sales of various kinds of safety devices for making the cars and their contents proof against looting while parked at the game.

There is much business in headlights, due in a great measure to a campaign being waged by the registrar and the police against glaring lights. Apropos of the short days at this season several firms displayed flashlights for motorists and got rid of quite a few of these articles.

Snubbers are selling well in preparation for winter, when even the smooth city streets become rough and uneven, due to accumulation of ice and snow.

Automatic windshield wipers are

a good selling product now, all makes finding a steady market.

Batteries are selling well, and dealers who go after radio business are experiencing a particularly good period.

At this early date driving gloves, flashlights, heaters, Thermos bottles and other articles have been suggested by dealers as Christmas gifts both in window displays and newspaper copy.

The month, on the whole, has been better than the same period a year ago, and the fall season has been far ahead of any last quarter in past years.

### Accessory Sales Climb In Harrisburg, Pa.

**Harrisburg, Pa., Nov. 28.**—Wholesale and retail accessory sales for the week and for the month to date have been far better than the same period of last year, and are at present better than they were during the latter part of October. One of the largest retailers in the central business section reported the sales of the week end equal to his best week end in July.

## ANNOUNCE NEW DESIGN OF CARBURETOR CONTROL

**Chicago, Nov. 28.**—A. C. Blancke & Co. of Chicago have developed a new universal design of their Automatic Thermostatic Carburetor Control for Fords. This new improved control fits on Fords of models of all years, including the present design with the new style carburetor. This is accomplished by the changes made in the shape of the bracket and changes made in the new type fork. This work is provided with two prongs which fit in the two holes in the crossbar at the top of the old style carburetor needle. On the new style carburetor needle this same fork can be opened by a slight binding so as to clamp on the center of the universal joint.

As in the previous models the device is provided with a thermostatic coil which automatically positions the needle valve as the engine warms or cools.

## NEW SPEAKING TUBE DEVICE INVENTED

**London, Nov. 28 (U. T. P. S.).**—A device that will enable truck drivers to hear overcoming traffic has been invented by G. E. Osmond, Strand, London, W. C. 2. It consists practically of a speaking tube carried from the back of the vehicle to near the driver's seat, and may be either incorporated in the body construction or fitted externally. The inventor claims that even on the noisiest vehicles the sound of an auto horn from behind can be heard perfectly distinctly.

On buses the system can be used as a means of communication between conductor and driver, while where trailers are operated flexible tubing can be used.

Radiator shutters, heaters, robes and gloves lead in sales, with chains only partially active. The weather, which has been colder than usual for this time of the year, has been a big aid to these products. Then, too, the retailers are angling hard for the early Christmas trade and are offering to lay aside the larger, more costly, items on the payment of a small deposit.

The wholesalers are finding business good not only in the auto accessory field, but also in the garage equipment line. The general prosperity of the car dealers, particularly those in the country districts, has caused them to buy tools and shop specialties liberally.

## "To You, Mr. Garage Owner And Accessory Dealer"

You can use the Automotive Daily News at a profit in your business. Every day it will bring to you the very latest accessory, tire and battery information and service. Wholesale and retail sales helps. In fact, all the news of the automotive industry WHILE IT IS NEWS—not weeks or months later, when its timely value is lost.

## Are YOU Using It?

In these days of keen competition, you owe it to yourself and your business to read the Automotive Daily News. With representatives in all parts of the country working for your interests, the Automotive Daily News offers you the best possible service and helps. Are you using it? Why not join now with thousands who start the day right by reading the Automotive Daily News?

Automotive Daily News,  
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

[ ] 1 year at \$12.00  
[ ] 6 months at 6.00  
[ ] 3 months at 3.00

I enclose \$.....or I will send \$.....upon receipt of bill.

Name.....

Street.....

City..... State.....

Connection with industry.....



# USED CAR PROBLEM BAFFLES DEALERS

## Various Methods Used to Move "White Elephants"

OAKLAND, CAL., Nov. 28.—In a canvass of close to thirty motor car dealers here it was learned by a representative of the Automotive Daily News that the big majority of them—especially those handling the more successful lines—maintain a complete card index record of every used car purchaser. These are used as prospects for new cars later.

Dealers agree that, although the percentage of new sales gleaned through the used-car lists is small, it, nevertheless, more than pays for the trouble.

The thought of actually making a profit in the used-car department has long since been banished by dealers here. Those cars which are turned at a fair profit are more than offset by the "lemons" which creep in. There are at least five prominent motor merchants in this district, however, who have figures to prove that their used-car departments are self-sustaining.

Reconditioning flourishes in every one of Oakland's big auto concerns. This reconditioning varies from new side curtains to a paint job with a motor overhaul and new tires.

Appraisers still cling to the yearly model basis in placing the value on an automobile to be turned in. This is because they rely so heavily on trade price books for their information.

Many dealers also believe that trading new cars for old stimulates automobile sales, through pride appeal.

### USED CAR SALES BETTER IN KANSAS CITY

Kansas City, Nov. 28.—The arrival of Indian summer in the wake of winter a month ahead of schedule has stimulated used car sales in Kansas City, a survey of dealers indicates.

Good closed cars, especially the lighter makes, are in strong demand with dealers in the heavier cars reporting used car sales responding favorable to increased sales efforts.

#### Fords

W. J. Birrell Motor Company, dealers in used Fords exclusively, reports sales as good, especially among farmers in the territory about Kansas. Prospects are good for strong sales until the first of the year at least.

#### Chrysler

Missouri Valley Auto Company, Chrysler dealer, also reports used car sales as good for this season of the year, as does Howard Motors, St. Louis-Rickenbacker dealer.

#### Nash-Ajax

Nash-Levy Motors, Nash-Ajax distributor, declares sales are excellent for this season of the year.

#### Oakland-Marmon

B. M. Johnson, assistant sales manager of the used car department of the Hemphill Motor Company, Oakland and Marmon distributor, says the Indian summer weather has stimulated used car sales materially.

Other dealers assert the used car market, while in a slump compared with heavy sales of the summer and early fall, is in a good seasonal condition, with the outlook bright. Conditions generally are much better than a year ago.

### FAVOR RECONDITIONING OF CARS TRADED IN

Long Beach, Cal., Nov. 28.—Very few dealers in this territory have devised any follow-up system for eventually selling new cars to their used car buyers, a survey made this week by an Automotive Daily News correspondent revealed.

A few of the leading representatives in the business report that possibly 10 or 12 per cent. of the used car buyers become new car customers, declaring that the

### Accept Live Stock To Pay for Used Cars

Alliance, O., Nov. 28.—Trading days of long ago were revived here last week when the Looker-Freer Company, Studebaker dealer, announced that it would take livestock or grain in part payment for new or used cars. Frank Freer, manager of the agency, stated that Robert Boyd, a retired farmer, had been added to the sales staff. Cattle, sheep, hogs, hay, straw, wheat, rye, oats, buckwheat or poultry will be accepted.

Largest per cent of used car buyers never do buy a new car except in the experience of dealers in lower priced cars. Other dealers do not even seem to take any cognizance of the used car buyer at all as a prospective buyer of a new car, judging from their lack of any co-ordinated effort to sell him.

Two or three dealers follow up the used car sales at the time the last time payment is made, by soliciting the buyer for a new car, but this seems to be worked on a "hit or miss" basis.

Newspaper advertising seems to be the only method used to move used cars. However, in most cases very careful buying is practiced, which has resulted in better profits for the dealers.

Most dealers give their trade-ins thorough overhauling, turning them out renewed cars. These dealers maintain a special department for the selling of these cars. It is pointed out that a buyer of a renewed car, while he may pay a little more, is satisfied and, though he may not himself buy another car, used or new, will talk about his satisfactory buy to his friends, and this will generally result in one or two potential buyers of either a new or used car.

One big dealer reports that when a used car is brought into the shop it is first turned over to the inspector, who gives it a thorough examination. It then goes to the mechanics, who give it a complete overhauling, removing con-rod bearings, worn out rubber and anything else necessary to put the car in first-class shape. It is then sent to the paint shop and given a Duco paint job, and if needed, a new top. When ready to be sold it is generally sent to a garage not connected with the dealer. The dealer then advertises in the papers, giving the garage address. This dealer reports that this system of selling has proved highly successful.

One method of selling used cars, which it is believed by many dealers would solve many of the ills of the used car business, is known as the "Santa Ana system," deriving its name from the nearby city of Santa Ana.

"The 'Santa Ana system' consists of a body of men representing the automotive trade in different parts of the county. These men act as appraisers, placing a value upon every car before a dealer takes it in trade, thus eliminating out-bidding by competitor dealers. In this way the seller gets a fair price for his car and the buyer buys at a fair price, with a good chance of a profit on the transaction.

It is said by various dealers who have studied the plan that used car conditions are better in Orange county now than in any other part of the state and it is considered

## HOW SOME ARE ATTACKING USED CAR SITUATION

Long Beach, Cal., dealers follow up the used car sale at the time the last payment is made by soliciting the buyer for a new car. All favor intensive advertising campaigns.

A St. Paul Hudson-Essex dealer places a ban on all trade-ins regardless of price. Many dealers are offering cars at "block" prices, giving as much as 60 gallons of gasoline with each car.

Groups of Philadelphia dealers plan to organize centralized used car bureaus for merchandising of cars. "Circus" type of advertising in daily papers is being employed in an effort to clear floors.

Studebaker dealer in Little Rock, Ark., finds his used cars made highly saleable by giving machine complete renovation.

Oakland, Cal., dealers follow up used car purchasers as possibilities for new car sales.

Majority of dealers favor complete overhauling of used cars as only method for stimulating sales.

likely that the same or a similar plan will be instituted in Long Beach.

### DEALER PUTS BAN ON ALL TRADE-INS

St. Paul, Minn., Nov. 28.—Drastic steps were taken by one St. Paul automobile agency last week to counteract the glutting of the market with used cars, which has been greatly accentuated during the last several weeks.

The Twin City Motor Car Company, Hudson-Essex agency, placed an absolute ban on all "trade-ins" regardless of the offered price.

So great has been the influx of used cars that dealers are literally "swamped." Many have taken heroic measures, offering cars at "block" prices, offering as high as sixty gallons of gasoline with each car, offering free service after sale, etc. Others have put into effect "maximum prices" on trade-ins, designed to discourage those who would offer their old car as down payment on new ones. These "maximum prices" are merely the listing of a maximum offer for the old cars, usually far below what the new car purchasers consider their machines worth.

### EMPLOY ADVERTISING TO MOVE USED CARS

Philadelphia, Pa., Nov. 28 (U. T. P. S.).—The condition of the used car market is so sluggish that distributors and dealers in new cars are making strenuous efforts to move their second-hand automobiles taken in exchange. This is reflected in "circus" type advertising in the daily papers, in which large display space is being taken so that this class of merchandise may be disposed of by the beginning of the new year.

Dealers are complaining that the situation is about as bad as at the close of last summer, when cars bought apparently to be used only during the summer vacation, were repossessed in large numbers. Repossessions at this time are almost as frequent as during that period.

A feature of the situation is the intention of groups of dealers engaged in merchandizing cars of the same makes to form share-holding centralized used-car bureaus.

This does not mean that there will be any central clearing house for the use of dealers generally, in common, or that there would be a common appraiser stationed in any bureau. It means that such bureaus, if formed, would be inter-dealer affairs for each group merchandizing a different make of car.

One such bureau has been started on a small scale, and two

dealers, located in suburban districts, are making use of it. It is understood, however, that this plan is working out satisfactorily and that other dealers may enter the bureau later and that dealers in other makes of cars soon may follow suit.

### FAVORS RENOVATING OF ALL USED CARS

Little Rock, Ark., Nov. 28.—Used car sales during the past week showed a further decline over the previous week, but are still ahead of the same period of last year. Continued rain and cold weather are believed to have dampened the ardor of used car buyers.

Otho Cook of the O. A. Cook Auto Sales Company, Studebaker dealer, finds that the better class of used cars, put in salable shape, find ready buyers. The policy of this concern is to recondition every car before selling. Painting, top and upholstery are renewed, as well as all mechanical defects. This policy applies not only to Studebaker cars, but all others taken in by the firm.

"I find that used cars in good condition find ready buyers," said Mr. Cook, "and we make a profit on our used cars. We maintain a separate establishment, with separate organization, for the sale of used cars and it pays."

W. L. Owen of the Owen Hill Motor Company, Packard and Hupp distributor, also maintains separate establishments for new and used cars. This firm also reconditions all used cars and handles only the better class of cars taken in on Packard and Hupmobiles.

The Little Rock Flint sales factory branch, of which Clyde Craven is manager, also maintains a used car store and follows the policy of reconditioning used cars for sale.

### GOOD WEATHER SPURS SALES OF USED CARS

Evansville, Ind., Nov. 28.—The good weather of the past week was a factor in boosting sales of used cars here, operators of the thirteen largest used car markets reporting sales of eighty-three cars for the week ended Saturday, November 21, as compared with seventy-one cars for the preceding week.

Four used car dealers reported present conditions as being better than last year, seven considered them as at about the same level as in 1924, and the remaining two noted a falling off in sales volume.

The closed car continues as the big favorite in used-car sales, though four dealers have noted an even preference for both closed and open types. It would seem

## Some Dealers Turning Thumbs Down on All Trade-Ins

that a "good buy" is not particularly influenced in the latter case as to type.

Except with one dealer, who reported good results, with models as high as \$1,000, the used-car stock which keeps moving is that listed between \$150 and \$500.

Stocks, except in one instance, are said to be at normal level. In valuation, a slight increase is noted over the total of the preceding week, \$121,000 in cars on hand being reported, as against \$120,000.

### LOCOMOBILE COMPANY APPOINTS NEW DEALERS

Bridgeport, Conn., Nov. 28.—The Locomobile Company of America, Inc., announces the appointment of the following as direct dealers to handle the Junior Eight car:—

J. A. Wren, Scarbro, W. Va.; territory, Fayette county, West Virginia.

J. J. Corcoran Motor Sales Company, 3238 West Jackson Boulevard, John J. Corcoran, Jr.; territory, Chicago West Side.

Locomobile Company of Monmouth County, Long Branch, N. J., Morris Yankaw; territory, Red Bank and vicinity in Monmouth county, New Jersey.

H. F. Krueger, Milwaukee, Wis.; territory, state of Wisconsin, city of Milwaukee and vicinity.

Also the appointment of the following distributor:—

Locomobile Company of New Hampshire, Rochester, N. H., Charles A. Jones; territory, state of New Hampshire, also selling rights in the state of Vermont.

### INSTALLS SPECIAL AIR LINE FOR BICYCLES

Auto service station operators, faced with the problem of furnishing free air to juvenile owners of bicycles, may profit by knowing how Philip S. Rush, proprietor of the Fort Stockton service station, Mission Hills, Cal., solved the problem.

Rush found that the children blocked the auto drives to his station, got in the way of machines and endangered their own lives. Yet they were entitled to free air and were future customers, thought Rush.

He therefore went to the expense of installing a special air line "for bicycles," outside the regular station grounds, and a goodly distance from the auto drives, thus keeping the children away from the station traffic.

### INVITES MOTORISTS TO WATER BATTERIES

"It cost us 15 cents in labor to water your battery. If you want the water free, help yourself."

This placard, accompanied by several jugs of distilled water and a number of hydrometers is to be seen in front of the Exide battery service station of Waco, Tex.

"You would be surprised," said the manager, "at the number of people who hesitate to ask for battery service, when they have nothing to buy. Such an arrangement as this, however, relieves their embarrassment and makes them our friends."

#### CHRISTMAS ORDERS

Newark, N. J., Nov. 28.—Many local dealers have already placed orders for their Christmas window displays, and in a short time the local trade association will distribute posters bearing the slogan "Buy a car for Xmas" to its many members.

#### REGISTRATION GAIN

Kenosha, Wis., Nov. 28.—The number of automobile registrations in the state of Wisconsin has reached a point which approaches nearly 200,000 more cars in 1925 than there were registered in 1922, a survey here shows.



## Personal Paragraphs

### JOYCE GOES TO FLORIDA

Danbury, Conn., Nov. 28.—Charles S. Joyce, manager of the Danbury Used Car Exchange, has just gone to his winter cottage at Winter Haven, Fla., for an extended stay, making the journey South by automobile. For several weeks he will devote his attention to his Florida real estate interests. During his absence J. H. Devine will direct the business of the used car exchange.

### STECKLER IN NEW POST

Columbus, O., Nov. 28 (U. T. P. S.).—C. F. Steckler has just been made manager of the service department of the Stanton Motors, Inc., central Ohio distributor for the Chrysler cars. He has been engaged in managing service departments for almost ten years.

### GARAGE MEN HEAR HART

Boston, Nov. 28 (U. T. P. S.).—Sales Manager H. C. Hart of the C. P. Rockwell Nash-Ajax dealership here, addressed the last meeting of the Metropolitan Garage Association on salesmanship.

### RAY BROUILLET RESIGNS

Oakland, Cal., Nov. 28.—Ray Brouillet has resigned as sales manager of the Star Motor Company of California branch in San Francisco. It has just been announced at the factory here today. He will devote his entire time to sales promotion work and selling methods. He is the author of several books on motor car merchandising.

### HOBSON ON TOUR

Seattle, Wash., Nov. 28 (U. T. P. S.).—A visit to the Studebaker factories at South Bend, Ind., is being made by T. Hobson, salesman of the Sands Motor Company, Studebaker dealer, of this city. He went by way of the Panama Canal.

### HUNTING IN MEXICO

San Antonio, Tex., Nov. 28 (U. T. P. S.).—H. H. Bryant of the San Antonio Buick Company, George Wroten and W. G. Hundley of the Wroten-Hundley Motor Company of San Antonio and J. M. Davis and Joe Mitchell of the Dodge dealership of Waco are in Mexico on a hunting expedition. They departed from San Antonio in a touring car, and carried their equipment on a truck. They will spend two

weeks hunting bear, mountain lions, wolves and other big game.

### BECKER BACK ON JOB

St. Paul, Minn., Nov. 28.—C. J. Becker, secretary of the University Chevrolet Company, is returning to his office this week after an absence of several weeks spent in St. Joseph's Hospital. He has been recovering from an operation.

### BISHOP SALES MANAGER

Salem, Ore., Nov. 28.—Biddle Bishop of this city has taken a position with the Fred M. Powell Motor Cars Company as sales manager in the used car department. The company handles the Hudson Essex and Packard cars.

### JOSEPHS STAR SALESMAN

Zanesville, O., Nov. 28.—Harold Josephs, salesman for the F. Wilking Sons Company, dealer in the Overland line, has just made what is believed to be a record in salesmanship, selling forty-three cars in two months. His special reward was an Overland touring car, which was awarded to him at a banquet given by the F. Wilking Sons Company in honor of the salesmen who participated in the campaign. Zanesville's population is 40,000.

## DEALER DOINGS

### HUDSON TIME PAYMENT PLAN FOR KANSAS CITY

Kansas City, Nov. 28.—The Hudson-Brace Motor Company, Hudson-Exsco dealer, has obtained for Kansas City the time payment plan recently adopted by Hudson-Exsco dealers in New York, Detroit and other cities.

### MCGUIRE COMPANY ADDS TWO TO SALES FORCE

St. Paul, Minn., Nov. 28.—Two new additions to the Cleveland and Chandler sales staff of the McGuire Automobile Company just announced are D. Roy Foley and H. M. Wibby.

### NEW HUPPS SHOWN BY SALEM FIRM

Salem, Ore., Nov. 28.—The first showing of the new series Hupmobile six cylinder, four-door sedans took place in Salem this week when the Kirkwood Motor Company received its shipment of cars.

### FLINT DEALER NAMED FOR MERCHANTVILLE, N. J.

Merchantville, N. J., Nov. 28.—The Penn-Flint Company of Philadelphia, Pa., announces the appointment of Thomas B. Seaton of this place as a Flint dealer.

### BELL & BOYD OPEN FIFTH OAKLAND STORE

Oakland, Cal., Nov. 28.—Bell & Boyd, Willys-Overland dealers in this city, have opened another branch on San Pablo Avenue at Peralta Street.

Establishment of this latest store gives Bell & Boyd five retail contracts in Oakland. The main store was opened here in 1921, and their first contract was for fourteen cars per month. During the intervening years their selling quota has increased to 75 cars monthly.

### HARTFORD FIRM TRIES USED CAR OUTPOST

Hartford, Conn., Nov. 28.—The Colonial Auto Company of this city has been experimenting in the sale of used cars by sending many of them to New Britain, ten miles from here, where the firm has taken over a part of the Burrill garage, which it will hold for a month. William M. Turnbull, general manager of the company, said if things do not work out well they may take the cars back to Hartford. However, the results have been quite satisfactory to date, he said.

## INDUSTRY DOING MUCH BUILDING

### Steady Progress Seen in Construction Programs In Many Sections

New York, Nov. 28.—Reflecting the steady progress of the automotive industry throughout the country, reports being received indicate further construction programs by automobile distributors and dealers involving expenditures of several hundred thousand dollars. Many are erecting new buildings, some to be completed within the next few weeks, and several are enlarging their present quarters.

### PLANS \$350,000 HOME

Toledo, O., Nov. 28.—H. W. Lancashire, Dodge Brothers distributor, has just purchased 110 feet of frontage on Madison Avenue, at the corner of 17th Street, and will erect a modern motor sales and service plant. This is one of the most important corners on motor row. The ground, it is said, cost \$150,000, and with the building will represent an investment of about \$350,000. It is planned to start work on the Lancashire structure at an early date and to have the building ready for occupancy next spring.

### IN NEW QUARTERS

Moline, Ill., Nov. 28.—The Service Motor Sales Company, distributor of the Star, Durant and Flint cars, has just formally opened a new garage and sales and service station at 1709-1711 5th Ave. The structure cost \$40,000, and ranks with the finest in the automotive field in this city.

### MORE ROOM FOR SERVICE

San Francisco, Nov. 28 (U. T. P. S.).—The Chester N. Weaver Company, Studebaker dealer, has just increased the floor space of its service department to 50,000 square feet. After next July, when the company will be able to utilize the entire Weaver building for its own activities, the space will be further increased. H. M. Gregory is in charge of the service department.

### WILL MOVE DEC. 15

Spokane, Wash., Nov. 28 (U. T. P. S.).—Ahrens & Ahrens, Inc., Hupmobile and Cadillac distributors, for the territory fed by Spokane, will move to larger quarters in the center of "automobile row" in this city on December 15. The building to be occupied by the Ahrens firm is now being used by the Eldridge Buick Company, distributor of Buick automobiles for this territory, which will move across the street.

### ADDITION NEARLY READY

Albert Lea, Minn., Nov. 28.—Work on the new addition to the Midway Motor Company garage in this city is nearing completion and it is expected that the building will be ready for occupancy by December 1. With the addition completed, the local company, which is distributor for Studebaker cars in this territory, asserts it will have the largest ground floor space in southern Minnesota, the plant being 200 by 120 feet.

### NEW HOME BY CHRISTMAS

Santa Ana, Cal., Nov. 28.—The L. D. Coffing Company, dealer here for Dodge Brothers motor cars and Graham trucks, is anticipating occupancy here of a new home in time to make a Christmas display. The new building will cost, when completed, approximately \$30,000, it was said.

### BUILDING READY SOON

Olympia, Wash., Nov. 28.—The Auto Repair Shop, Vancouver, Wash., representative for Paige and Jewett cars, is erecting a new fireproof brick building for headquarters. The building will include salesroom, display room, office, rest rooms, storage room and repair shop. The structure will cost more than \$7,000 and will be ready for occupancy shortly.

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade. Openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast. Commission basis. Only responsible individuals with selling experience to the automotive jobbing trade will be considered. Consolidated Equipment Corp., 160 Grand St., New York, N. Y.

THE ADVERTISEMENT below contains 60 words, and at 5c a word will cost you \$2.50.  
6 consecutive insertions, the sixth insertion free, will cost \$12.50.  
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

### FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.  
You have read this ad. so will other people read yours, if placed in our classified columns.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.  
You have read this ad. so will other people read yours, if placed in our classified columns.

FOR SALE—Several good patents in the automobile enclosure line including established business, stock and machinery. Address Box No. 60, Automotive Daily News.

### TRUCK OUTPUT BOOSTED BY INT. HARVESTER CO.

Fort Wayne, Ind., Nov. 28.—A new production schedule calling for the manufacture of twenty-five trucks a day has been placed in effect by the International Harvester Company, officials have announced.

Production has been increasing steadily within the last several months. Before the end of December the daily production will reach forty and by the end of January, fifty, officials said.

### FLINT SALES MANAGER RESIGNS FROM COMPANY

Flint, Mich., Nov. 28.—W. O. Crabtree, general sales manager of the Flint Motor Company, has resigned, effective at once.

### EMPLOYMENT SLUMPS

Detroit, Nov. 28.—Industrial employment here declined 2,139 for the week ended November 24, according to the Employers' Association, which reports a total of 266,447. This is approximately two-thirds of the industrial employment.

### FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS. These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

## Fire Losses

### \$30,000 GARAGE BLAZE

Alstead, N. H., Nov. 28 (U. T. P. S.).—A loss of \$30,000 was sustained Thursday by David Brow, owner of the Alstead Garage here, which was destroyed by fire. His tire and battery shop and accessory store also were a total loss. The damage was partially covered by insurance.

### EXPLOSION BRINGS FIRE

Gilson, Ill., Nov. 28.—An explosion in the garage of J. E. Hallway here resulted in a fire which destroyed that structure with loss of \$5,000 and a number of adjacent structures.

### Advertisers Scheduled in the Automotive Daily News

Apperson Automobile Co.  
Automotive Rotary Lift Co.  
Bendix Brake Co.  
Buick Motor Co.  
Byrne-Kingston Co.  
Chevrolet Motor Co.  
Chrysler Sales Corp.  
Continental Motors Co.  
Detroit Carrier Mfg. Co.  
Durant Motors, Inc.  
Flint Motor Co.  
Frick Brothers, Inc.  
General Motors Corp.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
Irving Engineering Sales Co., Inc.  
J. H. Newmark, Inc.  
Jubasz Carburetor Co.  
Kelllogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.  
New Departure Mfg. Co.  
No-Carb Sales Co.  
Oakland Motor Car Co.  
Paige-Detroit Motor Car Co.  
Pierce-Arrow Motor Car Co.  
Rawlins Co. of America  
Rickenbacker Motor Co.  
Rowe, Inc. Wm. I.  
Staynew Filter Corp.  
Stewart Motor Corp.  
Tenneco Mfg. Co.  
U. S. Light & Heat Corp.  
Willys-Overland, Inc.  
Wills Sainte Claire, Inc.  
Wire Wheel Corp. of America  
Wisconsin Parts Co.  
Wise Industries, The  
Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

*When you want  
What you want  
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